MAY 23, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

FCC's new surveillance crew goes into action June 1 — Page 27

Ayer joins movement seeking summer tv rate reduction — Page 30

Networks offer prime tv time for presidential stumping — Page 72

Tv stations have to spell out political telecast policies — Page 78

A NEW *FIGURE* in radio . . . delighting millions in an EXCITING new manner

FIGURE new low cost per thousand
FIGURE new coverage
FIGURE new sales
FIGURE new ratings
FIGURE new merchandising

KXOL FT. WORTH

KBOX DALLAS

KONO SAN ANTONIO

K-NUZ HOUSTON

FIGURE the TEXAS QUADRANGLE as your BEST BUY!

See your KATZ Agency man effective June 1

HOTTEST BUY IN HOUSTON

LOWEST COST PER 1000 IN EVERY CATE
(Homes, Listeners, Men, Women, Adults)

KXYZ is sizzling in Houston. Its quality combinati
programming, audience and rates are sure to s
successful campaigns for your clients. In fact, K
the most important ingredient in planning an adve
budget that delivers in the Houston market. Smart
buyers are picking up KXYZ for big sales at little
The proof is in a KXYZ buy and these advertisers a
Cookbook Bread • Bulova • Fidelity Bank & Trust
pany • First City National Bank • Grand Prize B
Houston First Federal Savings & Loan • Houston Li
Power • Guardian Maintenance (General Motors) •
Beer • Q-Tips • RC Cola • Shulton Products •
National Bank • Totem Drive-In Food Stores • W

NAFI
BROADCAST DIVISION

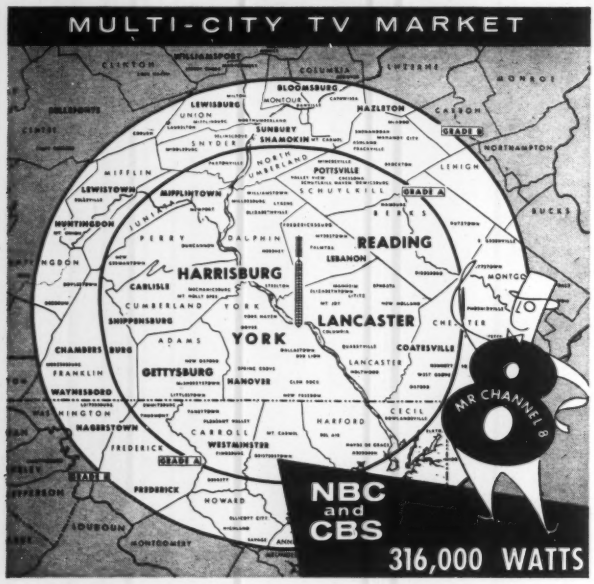
KXYZ, Houston

1320 KC • 5000 Watts ABC Affiliate • Represented nationally by H-R

buy St. Louis `a la card*
*KTVI RATE CARD
. . . your lowest
cost per thousand
TV buy in St. Louis
KTVI
BLAIR-TV
2
Amid the floral beauty of
Forest Park's JEWEL BOX
KTVI 2
CHANNEL
ST. LOUIS
Represented
nationally by
BLAIR-TV
abc

Everywhere people are saying . . .

ITALIAN STATE TOURIST OFFICE



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Mills muddle ■ Some leading Republicans in Senate are critical of White House for rushing Edward Mills nomination to FCC so fast his conflict of interest wasn't discovered until he brought it up himself at Senate confirmation hearing. Now that Mr. Mills has withdrawn, it's assumed White House will take deeper look before making replacement nomination.

Pressures are building on behalf of candidates for FCC vacancy. Arizona Republican organization is backing Homer Lane, vice president and assistant general manager of KOOL-AM-TV Phoenix (CLOSED CIRCUIT, *May 16). Frank Schooley, director of broadcasting at Illinois U., is back in running. He was in race before Mills appointment—endorsed by Sen. Everett Dirksen and Illinois Broadcasters Assn.*

Hard sell, harder sale ■ New attempt is underway by ABC-TV to spark sale of fast-approaching political convention coverage. Network offers to sell either conventions or election night telecast as separate packages within full package and on basis of full-sponsorship, one-half, one-third, one-quarter or one-sixth. Also ABC Radio simulcast now is optional. Networks' scorecard: CBS-TV, full sponsorship by Westinghouse; NBC-TV, half sold to three different advertisers; ABC-TV, still open.

Procter & Gamble in corporate decision turned down pending deal with NBC-TV for remaining half of network's political package. Reason was same given NBC-TV earlier by General Motors: "Public relations" policy rules out sponsorship that would connect firm or products with political party, even though messages would appear in coverage of both parties.

Radio special ■ There's attempt being made to put together "network" of independent radio stations for next season to carry Metropolitan Opera broadcasts sponsored by Texaco on CBS Radio in past few seasons and before that on ABC Radio. It is reported that Ben Halsell, Texaco's advertising director, and G. H. Johnston, packager and former Kudner executive, are targeting some 80 stations. What makes this of special interest: packager and sponsor would seek to lease lines and although Texaco has agency (Cunningham & Walsh, New York), business would be placed direct.

Two-rate troubles ■ Local-vs.national radio rates have station reps stewing again—and some important agencies along with them. Eager beavers representing at least two national advertisers reportedly have followed up on agency-placed contracts for those advertisers and made separate deals at local (lower) rates. Result: agencies that placed the contracts at national rates are embarrassed, and stations that granted local rates have laid themselves open to demands—under most-favored-nations clause of standard contracts—for similar deals for other advertisers. It's reported to have reached point where one national account has instructed its agencies to do no business with stations that yielded to such non-agency pressures.

Variation of local-national rate problem involves Ford Dealer Advertising Fund Inc., with J. Walter Thompson Co. in middle. With non-factory fund, to which dealers contribute and which operates in many key cities including Southwest, local dealers have been buying radio time at local rates. Thompson agency places fund (from reportedly all offices save New York and Detroit), administered by its field men, but disclaims responsibility for depression of station rates. It's pointed out dealers expect break because of contributions and fact no factory money is involved. Agency is known to take dim view of similar procedure employed by Schlitz beer wholesalers (apart from parent Jos. Schlitz Brewing Co. account) and denies there's dangerous precedent here involving other clients and local stations.

Japanese color ■ Notwithstanding showing of Hitachi color tv receiver at Chicago distributor's show and implication of imminent sales campaign in U.S. (page 68), timetable for getting this Japanese import on retailers' shelves is more than slightly tentative. At present, due to custom duties plus import and transportation costs, price is far above tag on U.S.-made color sets. Importer Sampson Co. is understood to be seeking U.S. company to build cabinets; thus chassis-only would need to be imported. If this is arranged, company officials acknowledge, price still will be no better than "competitive" with U.S. color receivers.

Live issue ■ Defeat last week by narrowest of margins—39-38—of Senate bill to license and regulate community antenna systems does not spell end of legislative consideration of controversial problem at this session. Senate Commerce Subcommittee may order further hearings in next few weeks or its chairman, Senator Pastore (D-R.I.) may offer sense-of-Senate resolution declaring catv as common carriers and recommending state regulation—move violently opposed by catv. There's also likelihood of Senate questionnaire survey of 768 catv operations to determine size, scope and economics. (Catv's said to earn average of 25% to 40% on investment with systems usually selling at about $100 per subscriber.)

Catv operators succeeded in defeating measure last week through eleventh hour massive lobby. Some 100 catv operators stormed Senate, backed up by organized deluge of telegrams urging defeat on grounds of interference with private enterprise. Supporters of bill had only corporal's guard, with Harry C. Butcher, president of KIVA-TV Yuma, Ariz., and Hollis Seavey, previously identified with Clear Channel Broadcasting Service and Regional Broadcasters, in Washington. Catv group was headed by Milton J. Shapp, president of Jerrold Electronics Corp., and Martin F. Malarkey, who pioneered catv in Pennsylvania and other areas.

Property rights ■ Catv operator (or operators) may expect to be hit by another lawsuit soon on property rights issue. United Artists Corp. is understood to be preparing legal action against cable operators on grounds they pirate films specifically licensed to on-air tv station and not for use in communities outside broadcast station's service area. Suits by film distributors against catv systems have been threatening in past few years, but none was ever filed. Cable company in Twin Falls, Idaho, is defendant in property rights lawsuit instituted last year by three Salt Lake City tv stations.

Family finances ■ Stories were circulating last week that tug-of-war is in progress at CBS between tv network and CBS News, with—in some versions—control of news operation as prize. CBS insiders maintain it isn't so, say it's just matter of negotiations on prices. Like CBS-TV Network, CBS News is separate division and sells its output to tv and radio network divisions like any other packager (except networks don't buy news from outside packagers). To extent that there is any dispute, insiders insist, it's normal back-and-forth dickering over what CBS News is charging for its services and not related at all to news coverage itself.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one—the Nation's No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

WEEK IN BRIEF

MISS SANDERS

Salesmanship means sales and service ■ The day of the slap on the back, the long lunch and entertainment are over so far as salesmanship in the broadcasting business is concerned. But Hildred Sanders, vice president in charge of radio-tv for Honig-Cooper & Harrington, Los Angeles, doesn't think too many broadcasters have awakened to this fact. The agency radio-tv veteran reminds stations and representatives that "service" must accompany "sales" if real business progress is to be achieved. She talks about it in this week's MONDAY MEMO. Page **20.**

FCC cloak & dagger ■ A new and separate Complaints & Compliance Div. of the Broadcast Bureau will be initiated June 1. Its function will be to make on-the-spot investigations of complaints received by the FCC, and make spot checks of selected stations to insure programming matches representations made to the commission. Page **27.**

Lower summer rates ■ N.W. Ayer joins BBDO in formal request of tv stations as to their plans on summer discounts. Other agencies take note, but SRA in strong blast seeks to stave off trend. Page **30.**

Tv's top 100 spenders ■ Procter & Gamble heads the list, as usual. Page **42.**

RAB's five-year plan ■ Calls for doubling the budget. Page **52.**

First quarter figures ■ Network tv gross time billing hit over $171.8 million, a 9.8% increase, in first quarter, 1960. Page **60.**

Tv set sales seen rising ■ Television receiver sales expected to reach 6.1 million in next 12 months with increases also likely in radio and phonograph sales. This is prediction of Sylvania's Marion E. Pettegrew at EIA convention in Chicago. Page **68.**

No more hot, bright lights for color ■ New tube developments close hole in colorcasting; GE and RCA have camera tubes that permit colorcasts of night sports or indoor events with normal lighting. Page **68.**

Politics for free ■ Three tv networks offer to donate prime time for presidential campaign broadcasts at Senate hearing on bill to commandeer eight hours of time. Presidents of networks describe proposed law as seizure without due process and federal control of programming. Page **72.**

Political questions ■ It's time once again for licensees to sit down and answer an FCC questionnaire. This time the commission wants to know how tv stations handle political broadcasting in an election year . . . and the questions are as specific as they can get. Page **78.**

Payola arrests in N.Y. ■ In district attorney sweep, five radio d.j.'s and three other station employes taken in custody. Payola payments alleged in indictments tote up to more than $116,000. Page **80.**

Catv bill sidetracked ■ Senate corks up, for this year, measure for FCC licensing of community antenna systems by 39-38 vote to send it back to committee. Page **84.**

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	30	THE MEDIA	52
BUSINESS BRIEFLY	48	MONDAY MEMO	20
CHANGING HANDS	56	OPEN MIKE	24
CLOSED CIRCUIT	5	OUR RESPECTS	113
COLORCASTING	89	PROGRAMMING	88
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	114		
EQUIPMENT & ENGINEERING	68		
FANFARE	99		
FATES & FORTUNES	94		
FOR THE RECORD	100		
GOVERNMENT	72		

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

PAY-OFF POINT

SUMMER, 1960

Southern New England becomes home base for thousands of vacationers from every corner of the country from June to September. These recreation seekers swell WPRO-TV's audience like a high tide.

Programming . . . Promotion . . . Personalities, ingredients for year 'round success, continue at full pace all summer long. Top rated WPRO-TV shoots the works with local remotes from nearby amusement and resort areas . . . Boston Red Sox baseball . . . performances of winning plays in WPRO-TV's own playwriting contests . . . live telecasts daily by 12 station personalities . . . the summer Olympics . . . the political nominating conventions . . .

PLUS a pre-summer switch to late evening movies to capitalize on first-run popularity from the Paramount-Warner Brothers-MGM-Republic libraries.

Year 'round customers are joined by a bonus audience of vacationers buying on Cape Cod, Martha's Vineyard, Nantucket, Watch Hill, Newport and the Narragansett Bay area. Call Gene Wilkin at PLantations 1-9776 or your Blair TV man, and make WPRO-TV the pay-off point for your sales.

WPRO-TV

Providence • Channel 12

Represented nationally by Blair-TV

CAPITAL CITIES BROADCASTING CORP.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Justice quizzes film firms' pay tv plans

Justice Dept. has entered pay tv picture—but only in preliminary way.

Sources at Justice Friday acknowledged that its antitrust division has sent inquiries to film producers asking what arrangements they have made or are planning to make about getting into subscription tv operations. Details of inquiry were not made public.

Government's interest, it is presumed, stems from meeting month ago by exhibitor group with Robert A. Bicks, acting chief of Justice's antitrust division. Exhibitors were understood to have brought up question whether entry of film producers into pay tv might not violate 1949 motion picture consent decree. This ruling divorced film production from theatre ownership and exhibition. Pay tv operation by film maker might be considered exhibition, it was pointed out.

Mr. Bicks reportedly made no commitments but inquiry apparently is result of this visit.

Interest of 20th Century-Fox in pay tv and its negotiations with Skiatron are open secret. Spyros Skouras, 20th Century president, told stockholders earlier in week that company had checked first with Justice Dept. and satisfied itself that it was permissible to explore toll tv.

Court acts in IBEW, CBS 200-mile dispute

Under its contract with International Brotherhood of Electrical Workers, CBS is not required to hire IBEW technicians for programs originating more than 200 miles from its owned-and-operated stations (300 miles in case of KNX and KNXT (TV) Los Angeles) unless it moves origination point for purpose of evading IBEW contract. But union is entitled to go to arbitration if it feels evasion is purpose of such move. This was ruling handed down by New York Supreme Court in opinion written by Justice William C. Hecht Jr. and published Friday in *New York Law Journal*.

Court upheld IBEW move for arbitration—and denied CBS motion to stay it—on this territorial question and also on question of whether CBS had violated terms of its contract in regard to video tape. CBS spokesmen said decision made clear that network was not required to take IBEW men abroad to handle *Ed Sullivan Show* from Moscow Fair or Arthur Godfrey programs from Hawaii, for example, since these "obviously" were not moved beyond union's territorial jurisdiction for purpose of evading contract.

Chapter ends

Young & Rubicam, New York, last Friday (May 20) confirmed report it will stop producing CBS-TV daytimer, *Brighter Day*, this summer. It is last of Y&R-produced network programs. At one time Y&R produced as many as 30 network radio and 12 network tv shows. CBS-TV will take over production of show, continuing trend toward networks' control of own programs (BROADCASTING, May 16).

Motorola introduces new portable tv set

New 19 inch, all transistor portable tv receiver and expansion of its fm home radio line are being announced today (Monday) by Motorola Inc., Chicago. Availability of self-powered tv set was heralded by Edward R. Taylor, executive vice president of consumer products, as "the practical beginning of the evolution from tubes to transistors in the television industry," which will spread out over next four years.

Receiver plays at least five hours on "energy cell" before new charge is needed or will play as regular tv with 110 v ac power. Cell can be recharged over 500 times. Cell has suggested retail price of $88. Set is $275, less cell.

Company also is adding two fm radio models to line, including one fm-only model. Distributors today are being shown complete tv line including five new 19-inch and range of 23-inch sets. Motorola will back 1961 line (tv, table and clock radios) with heavy advertising campaign.

EIA names officers

L. Berkley Davis, vice president and general manager of General Electric's electronic components division, elected president of Electronic Industries Assn. at annual meeting in Chicago (early story page 68). He succeeds David R. Hull, vice president of Raytheon Co. Leslie F. Muter, Muter Co., was elected treasurer; Robert S. Bell, Packard-Bell, elected senior vice president; James D. Secrest reelected executive vice president, and John B. Olverson elected general counsel.

Five vice presidents elected by EIA: consumer products, Mr. Bell; military products, Sidney R. Curtis, Stromberg-Carlson; tube and semiconductors, A.L. Chapman, CBS Electronics; parts division, W.S. Parsons, Centralab division of Globe Union Inc., and industrial electronics, Ben Adler, Adler Electronics.

New York endorses FCC uhf experiment

New York City has long-range hope of falling heir to experimental uhf station that FCC proposes to build and operate in city and has urged Congress to approve project.

Mayor Robert Wagner endorsed uhf test in wire to Sen. Warren Magnuson, chairman of Senate Commerce Committee and of appropriations subcommittee which will consider FCC budget tomorrow (May 24). House approved $2 million for uhf test, $225,000 less than FCC asked for.

Mayor Wagner said he would ask Board of Estimate for $100,000 per year to provide municipal programs for FCC's special station. In long run city would be interested in buying station from federal government, if tests develop uhf audience, according to Seymour N. Siegel, director of city-owned WNYC and broadcast advisor to mayor.

Ziv-UA offer revised

Although Writers Guild of America earlier in week announced verbal agreement with Ziv-United Artists on new formula for tv film writers contract (early story page 88), Ziv-UA Friday said verbal agreement was misunderstood in part and made new "final" offer which is revision of earlier proposal. WGA membership meeting on pact was recessed until tomorrow night (May 24) to let attorneys work out details.

New Ziv-UA offer calls for minimum of $1,000 for half-hour tv script (until strike writers were getting $1,100 minimum) plus 2.2% of absolute gross of both domestic and foreign sales effective as soon as writers resume work. Ziv-UA said its earlier offer to pay foreign residuals of 2% of gross on films made after March 31, 1964, was

AT DEADLINE CONTINUED

misunderstood to mean those made after March 31, 1960, and sold abroad after 1964 date.

Fm group elects

New officers elected by Fm Broadcasters Assn. of Southern California: president, Benson Curtis, KRHM (FM) Hollywood, succeeding Jack Keifer, KMLA (FM) Los Angeles; vice president, Arthur K. Crawford, KCBH (FM) Los Angeles; secretary, Bj Hamrick, Western Fm Broadcasting, Los Angeles; treasurer, Jean Carpenter, KHOF (FM) Los Angeles. Also elected to board were Hal Harrison, KGLA (FM) Los Angeles; Don Propst, KNOB (FM) Long Beach; Bill Tomberlin, KMLA (FM) Los Angeles, and Cam Warren, KRCW (FM) Santa Barbara.

■ Business briefly

Golf twosome ■ Duplicating Products Div., Minnesota Mining & Manufacturing Co. (Erwin, Wasey, Ruthrauff & Ryan) and Midas Inc. (Edward H. Weiss) paired for sponsorship of National Open Golf Championship on NBC-TV June 18 (Sat. 9:30-10:30 p.m. EDT).

WEEK'S HEADLINERS

MR. GITLIN

Irving Gitlin, formerly program executive, creative projects, CBS News joins NBC as executive producer, creative projects, news and public affairs department. Mr. Gitlin, who had been with CBS since 1946, wrote, directed and produced Peabody Award winning show "The Nation's Nightmare," for radio and "The Search" for tv. As director of public affairs for CBS News, Mr. Gitlin created *The Twentieth Century, Conquest, Woman, The Last Word, The Great Challenge,* and *Behind the News With Howard K. Smith.*

MR. CURRLIN

MR. SCHNEIDER

MR. MILLER

Lee Currlin, associate media director, and **William Schneider,** business manager, tv-radio department, elected vps and **Harold Miller,** vp and associate media director, appointed manager, media department of Benton & Bowles. Elevation of three executives at agency follows upgrading of **Lee Rich,** vp in charge of media and member of board, to newly created post of vp in charge of media and programming (BROADCASTING, April 25). Mr. Currlin, formerly with William H. Weintraub agency and Kenyon & Eckhardt, joined B&B in 1953 as media buyer and in 1958 moved up to associate media director. Mr. Schneider has been with agency since 1937 when he was traffic manager. He later was promoted to account executive and in 1948 to coordinator of media and media research, becoming business manager of tv and radio in 1949. Mr. Miller was media research manager of former Biow Co. before he joined agency in 1954 as manager of media analysis. He advanced to associate media director in 1956 and last year to vp.

Major alignment of media department was announced Friday by Leo Burnett Co., Chicago, with key appointments including that of **Harold Tilson** as manager of media department. Mr. Tilson, who joined Burnett as media supervisor in 1954 after six years as media director at Grant Adv., will report to Thomas A. Wright Jr., vice president in charge of media. **George Wilcox,** formerly member of broadcasting department and account executive before joining media in 1957, promoted from associate media supervisor to media group supervisor. **John W. Setear** moves from assistant manager in media to marketing department as supervisor. He joined agency in 1956 after serving as account executive and assistant media director at McCann-Erickson, Cleveland.

MR. MANUEL

Kenneth G. Manuel, senior vp of D.P. Brother & Co., Detroit, elected president, succeeding **D.P. Brother** who was named board chairman in simultaneous move. Mr. Manuel joined agency in 1949 as member of creative staff. Prior to that, he had been news commentator, writer and producer at WWJ-AM-TV Detroit. He is credited with creating many early educational tv shows including award-winning *Television University*. He was reporter, critic and columnist with *Detroit News* before entering broadcasting field.

MR. BLEIER

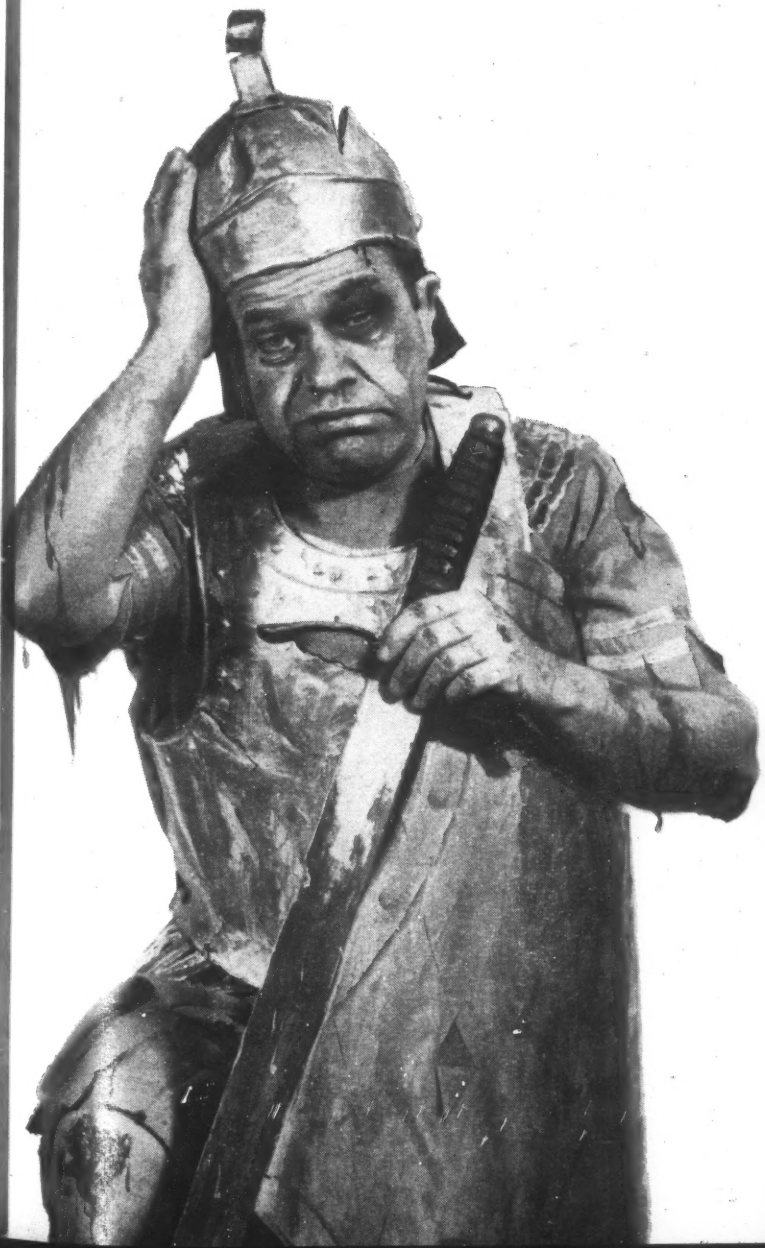
Edward Bleier, ABC-TV account executive, promoted to vp in charge of daytime sales, succeeding late **Harold Day,** who died April 15 (AT DEADLINE, April 18). Mr. Bleier originally joined ABC-TV as account executive in 1952 and remained there until 1956 when he was named vp for business development at Tex McCrary Inc., New York pr organization. He rejoined ABC-TV in March 1959 as account executive.

MR. ALLPORT

Peter W. Allport, vp and secretary of Assn. of National Advertisers, elected executive vp at special ANA board meeting called following death of President **Paul B. West** (BROADCASTING, May 9). Promotion to newly created post makes Mr. Allport ANA's chief officer. Board, headed by Donald S. Frost of Bristol-Myers, also plans to name special board committee plus advisory group composed of former ANA chairmen to give further study to association's future administration and submit recommendations to board and membership. Mr. Allport, formerly with Erwin Wasey Ruthrauff & Ryan agency, joined ANA in 1945 as editor of news publications. He was named press relations director in 1947, secretary in 1951 and became vp in 1958 with administrative responsibility for many phases of operations, including public and government relations. He has served at various times as secretary of several standing committees, including broadcast advertising committee.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Horatius made things happen in Rome . . . and



WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the first station in Philadelphia t
"review" the daily newspapers. This excit
ing concept was originated by the Consol
idated Sun Ray Stations. WPEN, again, i
first in Philadelphia with this challengin
feature broadcast four times daily. We wer
the first station to editorialize — we are th
first with "Newspaper Critic". In Publi
Interest . . In Exciting Listening . . In Sales .
WPEN Makes Things Happen In Philadelphi

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroi

CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tamp*

ED BENHAM, Chief Engineer KTTV-L.A., reports on:

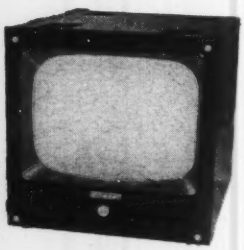
"Here at KTTV, Conrac's consistent high quality has proven time and time again that Conrac's complete range of professional monitors and receivers are the best possible viewing investment for us."

At KTTV, as in hundreds of other television stations, this dependable, uniform Conrac quality means consistently excellent video response – plus, sharply reduced maintenance costs.

Every Conrac monitor from 8" through 27" BROADCAST or UTILITY

includes these important features:

- ★ Video response flat to 8 megacycles
- ★ DC restorer – with "In-Out" switch
- ★ Provision for operation from external sync – with selector switch
- ★ Video line terminating resistor and switch



Conrac Monitors Are Distributed by Ampex, General Electric, RCA *and* Visual Electronics

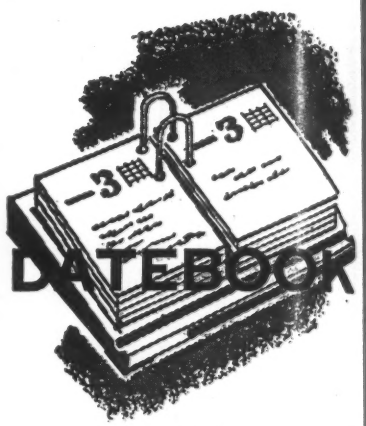
CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K, Glendora, California

VISIT CONRAC, BOOTH 23 NAB SHOW, CHICAGO

TELEPHONE: COVINA, CALIFORNIA, EDGEWOOD 5-0541



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MAY

May 1-31—National Radio Month observance.

May 22-24 — National Educational Television and Radio Center spring meeting of station managers of affiliated etv stations. LaSalle Hotel, Chicago.

***May 24—Education-Industry Conference** co-sponsored by National Assn. of Manufacturers and the Henry W. Grady School of Journalism, U. of Georgia, Athens. Avra Everitt, radio-tv director of Burke Dowling Adams, New York advertising agency, will address the meeting.

May 26-29—Federation of Canadian Advertising and Sales Clubs annual convention. Royal Hotel, Guelph, Ont.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

May 27—Assn. of Broadcasting Executives of Texas, second annual "Betty" award banquet. Sheraton Dallas Hotel, Dallas.

***May 27-28**—Seminar of communications at the U. of Kentucky, Lexington. Several broadcasters will be among the speakers.

JUNE

June 1—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

***June 1-3—International Advertising Assn.** 12th annual congress, Waldorf Astoria, New York. Speakers include Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International), and Arthur C. Neilsen Jr., president of A.C. Neilsen Co.

June 1-2—Assn. of National Advertisers workshop on advertising administration and financial control. Westchester-Biltmore, New York.

June 2—Connecticut Assn. of AP Broadcasters study session meeting. Waverly Inn, Cheshire.

June 2—Oral argument before **FCC** in remand proceeding involving application for new tv stations on ch. 10, Miami, Fla.

June 2—San Francisco Radio Broadcasters Assn. market presentation. Sheraton-Palace Concert Room. (Re-scheduled from May 12).

June 2-4—Mutual Adv. Agency Network quarterly meeting, Bismarck Hotel, Chicago. Morton J. Simon, agency legal counsel, will speak on "Problems of Agency Management and Operation."

June 2-4—Western Assn. of Broadcasters (Canada) annual meeting. Banff Springs Hotel, Banff, Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

June 3—Screen Extras Guild, annual membership meeting, 8 p.m., Academy Award Theatre, 9038 Melrose Ave., Los Angeles. Contract negotiations, retroactivity, pension and health-welfare plans and the effect of the new Screen Actors Guild contract on extras will be discussed.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

June 4—UPI Broadcasters of Wisconsin spring meeting. County Stadium, Milwaukee.

June 4-5—Oklahoma Associated Press Broad-

THE OFFICERS AND DIRECTORS OF

MUZAK CORPORATION

TAKE GREAT PRIDE IN ANNOUNCING

THE 1959 WINNER OF THE

ANNUAL GOLDEN EAR AWARD

Mr. Alex Keese

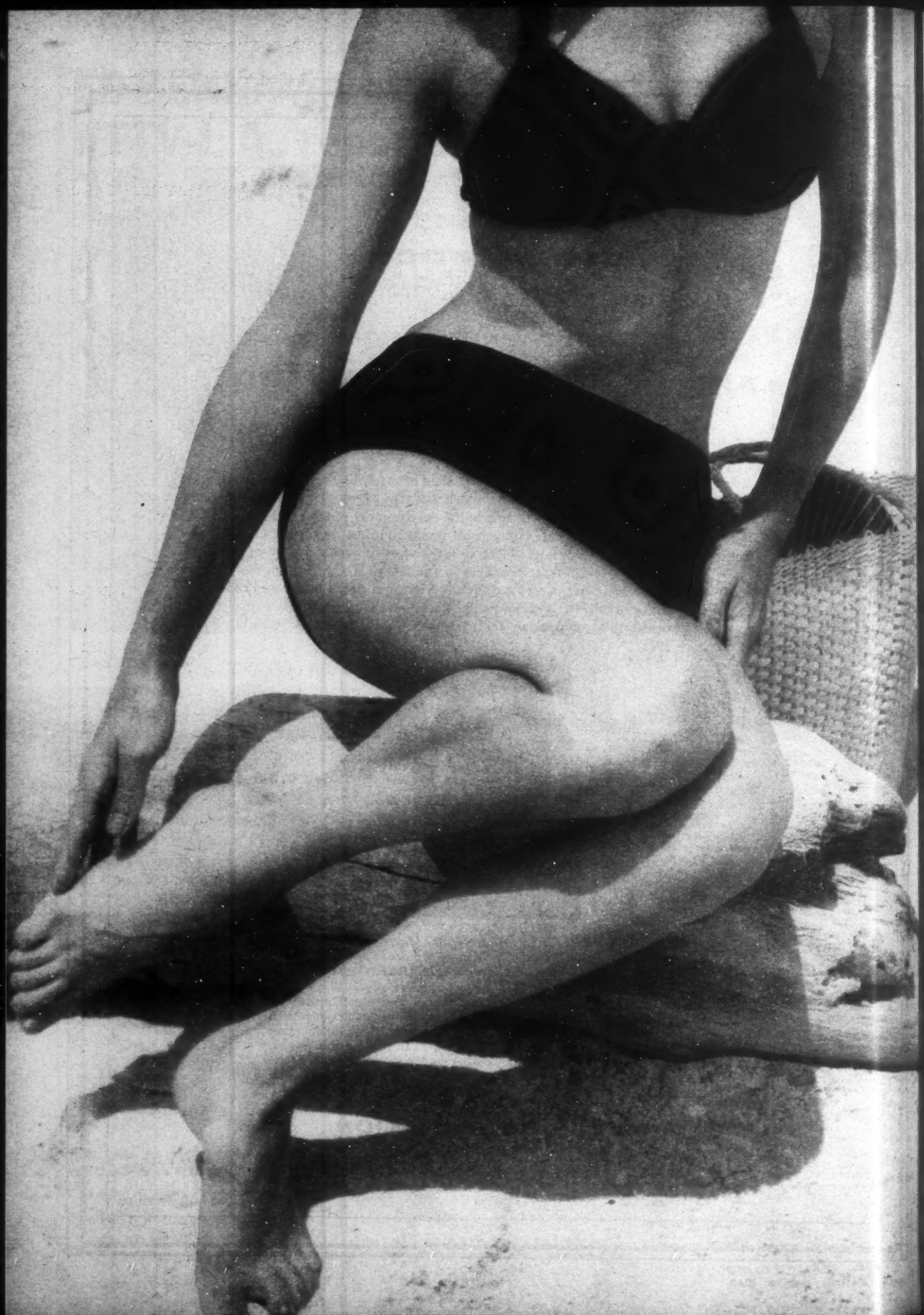
In recognition of his outstanding achievements in the field of music and civic affairs, Mr. Alex Keese of Dallas, Texas, is awarded the Muzak Golden Ear Award for 1959. Long a patron of the arts, Mr. Keese has played a prominent role in the development of the Dallas Symphony, State Fair Musicals and Civic Ballet. He has lent his time and influence to Red Cross, Community Chest and Heart Fund campaigns. For twenty years he was Director of the First Presbyterian Church Choir and a former president of the Dallas P.T.A. Director of Station WFAA and WFAA-TV, Dallas, Mr. Keese is currently Treasurer of the Board and Chairman of the Finance Committee of the Radio Advertising Bureau and District Director of National Association of Broadcasters. Muzak's pioneer Texas franchiser, Mr. Keese has ably represented Muzak since 1945.

JUDGES: **HON. ROBERT L. THORNTON,** *Mayor of Dallas, Tex.*
JACK WRATHER, *Chairman of the Board of Muzak Corp.*
CHARLES COWLEY, *President of Muzak Corporation*

THE GOLDEN EAR AWARD is an annual award established by MUZAK Corporation to honor the franchiser whose achievements in National, State and Community affairs mark him as the outstanding citizen of the year in the MUZAK family. . . . In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK CORPORATION
A Company in the Jack Wrather Organization
229 PARK AVENUE SOUTH, NEW YORK 3, N. Y.

MUZAK—Reg. U. S. Pat. Off.



There's more to Florida

There's **WJXT** in Jacksonville, where the most striking curves are in record sales reports. Hub of this booming regional market is WJXT, with a one-sided picture that pin-points the facts in crystal clear focus. *Example:* 66 vs. 28 county coverage in Northeast Florida and South Georgia! *Example:* double the audience! *Example:* 34 of the top 50 shows rated by Nielsen! No matter what basis you use to compare, there's more, much more to WJXT.

WJXT 4

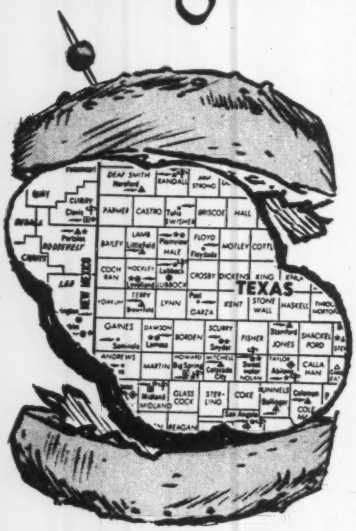
JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

casters Assn. Trade Winds Motel, Tulsa.

*June 5—Target date for field testing fm stereo proposals in Boston and Pittsburgh by Electronic Industries Assn. National Stereo Radio Committee.

June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

*June 9-10—North Carolina Assn. of Broadcasters spring meeting. The Carolinian, Nags Head, N.C.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

*June 13—Film Producers Assn. annual industry dinner. Plaza Hotel, N.Y.

June 13—Deadline for filing reply comments to FCC amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

*June 13—Rehearing in the Miami ch. 7 tv grant before Special Hearing Examiner Horace Stern, Courtroom 7, Federal Courthouse Bldg., Philadelphia.

June 13-14—Radio Frequency Interference Symposium. Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 16-18—Florida Assn. of Broadcasters annual meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workship on the Art of Preaching and Mass Communications, sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—Second National Conference on Electronics Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

*June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J.; by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn. King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

what is your opportunity in

FM

radio today?

If you attended the NAB convention in Chicago, you saw the tremendous interest and excitement that FM radio created. The interest was so intense it caused *Broadcasting* to headline a feature, "FM To Rival AM Within a Decade."

How can you take advantage of FM radio's great opportunity? How can FM radio itself become a profitable operation for you? The answers are almost obvious:

1. Through better programming
2. More efficient operation
3. Better market research
4. Better industry and audience promotion

Today, International Good Music's HERITAGE STATIONS offer a plan to answer these problems. IGM has invested close to a million dollars during the past 18 months — both in major market FM station ownership and in FM program development. Right now, IGM is ready and able to deliver to you, exclusive in your market:

1. A complete automated FM operation 2. 18 hours a day of taped HERITAGE MUSIC 3. Programming by Alfred Wallenstein 4. The first complete Politz Research Reports on the FM market in the history of the industry 5. Complete promotional plans 6. An opportunity to participate in your area in the HERITAGE MUSIC SCHOLARSHIP each year

For complete information on the HERITAGE STATIONS story, on automated program service,—18 hours daily of flawless music and commentary—write, wire or phone:

INTERNATIONAL GOOD MUSIC, INC.

1151 Ellis Street, Bellingham, Washington, REgent 3-4567

As of the date of this ad, these HERITAGE STATION markets are committed: Atlanta, Baltimore, Boston, Buffalo, Chicago, Denver, Indianapolis, Los Angeles, Minneapolis-St. Paul, Portland, San Bernardino-Riverside, San Francisco, Seattle, and St. Louis. If your market is not listed herein, there may be an opportunity for you.

"Thanks a million for

or the twenty-six hundred!"

Recently, the Lions Club Women's Auxiliary of Bustleton, Pa., in cooperation with the Pennsylvania Working Home for the Blind, asked us to appeal to our listeners for old eyeglasses. What a response! Twenty-six hundred pairs in thirty days!

They now have been turned over to "New Eyes for the Needy," a non-profit organization which, for 47 years, has been reclaiming old glasses to provide new ones and artificial eyes to thousands each year who cannot afford them.

Some frames are reusable. Metal frames are melted down and redeemed for cash which is sent back to the source organization.

So, to each contributor, for ourselves and for all the needy persons who will receive "new eyes," we say—thanks a million.

"New Eyes for the Needy" is but one of many distinguished community efforts in which WIBG is proud to lend a hand.

Philadelphia listens to **WIBG** *the Storer station*

STORER BROADCASTING COMPANY

33 years of community service

MONDAY MEMO

from **HILDRED SANDERS,** *vice president in charge of radio-tv, Honig-Cooper & Harrington, Los Angeles*

Salesmanship means sales and service

The day of the slap on the back, the long lunch and entertainment are over as far as sales are concerned, but I really don't believe many broadcasters have recognized it.

Salesmanship today means sales service. Sales include service—and for the most part it's the service we agency folks are not getting. For that reason, too, stations may not be getting the sales they want.

Take a look, for instance, at print media selling. It's getting more and more intense every day and magazines and newspapers are doing a lot of research work, providing sales service never before offered. For years, outdoor was extremely slow in selling itself. But in the last couple of years, outdoor has undergone a tremendous change, even to the point of merchandising and promotions worked out for individual advertisers.

What's the situation in broadcasting? It is not unusual for timebuyers to call stations for availabilities and get just that—no more. It seems to me it would be of greater service if the representative brought in suggested packages and showed through audience analysis how this package would reach the greatest number of *desired* people at lowest cost.

Selling the Unsold ■ Too many advertisers, and I'm afraid too many buyers, want only high traffic times, so many stations are loaded there and hurting somewhere else. For example: Has your station's sales department or any salesman sat down and figured how to sell the time no one *requests?* By request, I mean it would be a rare day when a buyer would call and ask you to build a package between 9 a.m. and noon or noon and 4 p.m.

Yet, a great many stations have quite a story to *sell* or at least tell about those time brackets. Let's take a look. As an example, let's assume this is a woman's product. One station in southern California, for instance, which has AA time between 6 and 11 a.m., actually delivers 51,700 women between 9 and 10 a.m. and only 32,300 between 7 and 8 a.m., the peak travel time. Between 1 and 2 p.m. it delivers 39,700 women. Do you think this station would have any trouble switching those advertisers from its peak time to other hours if it pointed out those facts?

Isn't that the kind of service stations should give in sales? Wouldn't 9 to 10 a.m. be a better buy for the client wishing to reach women than 7 to 8, and wouldn't it be a better sale for the station? On the same station in Class B time the cost per thousand for adults is 31 cents, the AA is 46 cents, the A is 44 cents. Why doesn't this station point out these facts to fill up empty time and relieve the multiple spotting in AA time? Isn't that part of sales service?

Other Examples ■ Let's go on to another station. This is an independent with all one class of time. You can reach more women on this station in the hours 9 to 11 a.m. than any two other hours. Another independent will deliver 69,200 men and women combined between noon and 1 p.m. For adults, that is the best hour on this station, or I should say it ties the best hour which is 5 to 6 p.m. Considering how much fighting and scratching goes on to get a spot on this station between 5 and 6, I wonder if the station's salesmen know that noon delivers the same adult audience? I happen to know that the only plus to 5 to 6 is that it delivers 800 more kids than noon to 1 p.m. does and I also know there are two availabilities in the noon to 1 p.m. time and none in the 5 to 6. Moreover, there's only a difference of 6,800 adults in the audience this station delivers between 9 and 10 p.m. (the peak tv hour) and it's highest rated period. Is Pulse so accurate that the lack of 6,800 people should stop sales at night? Or does the station know what it delivers at night?

Hilly Sanders has been an advertising agency executive in radio-tv for more than 20 years, first in Chicago and since 1948 in Los Angeles. For eight years she has served as only woman on standing national Committee of Broadcast Administration for American Assn. of Advertising Agencies, last three as vice chairman. In private life she is Mrs. Frederick Ross Levings.

I wonder if the four out of nine stations with Class B time classifications know they deliver more adults at lower cost in Class B than A? I wonder if the two out of five stations with AA and A time classifications know they deliver more adults at lower cost in Class A than AA? I wonder if a network station knows it delivers adults at a cost per thousand of 71 cents in AA time and 77 cents in C time? Don't you wonder, too?

Common Complaint ■ Not long ago I received a call from a good representative. He was complaining he was not on a station list one of our buyers had purchased and he thought he should be. I asked why and he gave me a lot of standard reasons. I asked the buyer why not and she gave me a lot of specific reasons. There is the difference: general and specific.

If this fellow had specific facts, he should have submitted them to the buyer in the first place. Failing that, if he had a complaint, he should have built the best package possible on his station for this advertiser, brought it to the buyer and asked her to reconsider, as he compared his package to the one she bought.

It is customary for a salesman to ask what product you're buying for when you request availabilities. This is simply to keep you from back to back advertising with competitors. It would be most extraordinary if a salesman asked about your commercial message, such as, is it geared to women, adults, kids, or general family, so that he could choose availabilities that would deliver your specific desired audience.

It would be breathtaking if a salesman walked in after you had bought a schedule and showed you how, according to a later rating book, you should change it for greater effectiveness. But isn't this sales service before and after the fact?

I sincerely hope no one thinks I am critical of any individual or station, for such is not the case. It simply seems to be a sales pattern followed by the majority and I don't believe the majority realizes it is a faulty pattern, or that it even exists. But it does exist, it is faulty and it should be changed now.

Crab Meat Imperial
OLD NEW ORLEANS FAVORITE
Dice 1 green pepper and 2 pimentos. Mix with 1 tbsp. English mustard, 1 tsp. salt, ½ tsp. white pepper, 2 whole eggs, 1 cup mayonnaise. Add 3 lbs. lump crab meat; mix with fingers so that lumps are not broken. Fill 8 crab shells or casseroles with mixture. Top with bit of mayonnaise, sprinkle with paprika.
Bake in 350° oven for 15 minutes.
Serve hot or cold. Perfect with a bottle of chilled Chablis wine.

As served at Commander's Palace by Ivan

WWL-TV . . . new New Orleans Favorite

WWL-TV's imaginative local programming has captured national notice in Look, TV Guide and Newsweek within the last six months.

Illustrative is *Destroyer Escort 1016*, a two-hour taped drama produced entirely by WWL-TV as the first of a series of community TV Little Theatre presentations.

Destroyer Escort 1016 utilizes 51 volunteer actors, 144 scenes and 37 sets and recently won the Ampex award for "Best Idea of the Year."

Only a professional "know-how" station can receive national recognition like this.

WWL-TV—the *new* New Orleans favorite

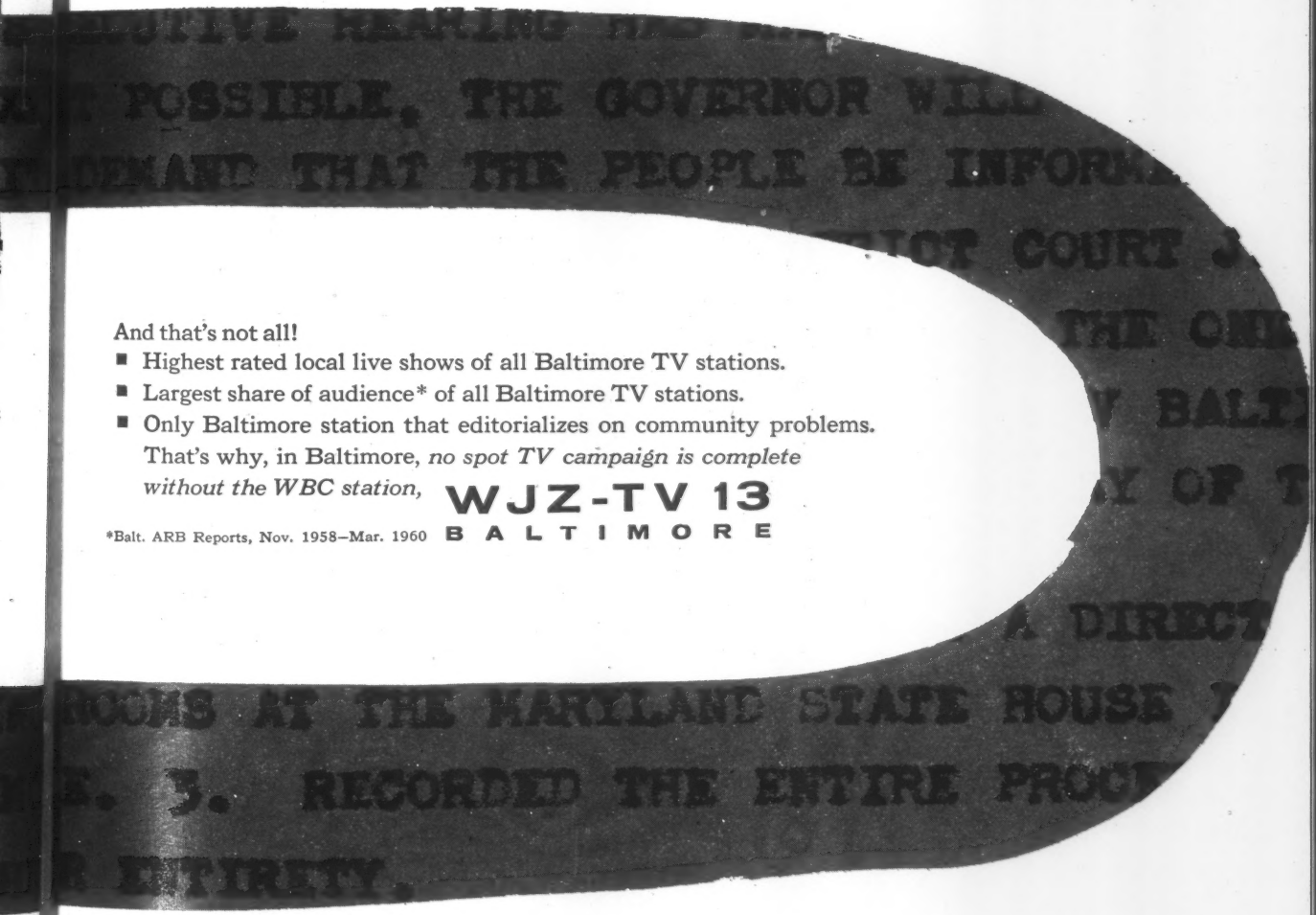
Represented nationally by Katz

WWL-TV
NEW ORLEANS

WJZ-TV Baltimore represented by Television Advertising Representatives, Inc.

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WJZ-TV BALTIMORE

MOST NEWSCASTS OF ANY BALTIMORE TV STATION



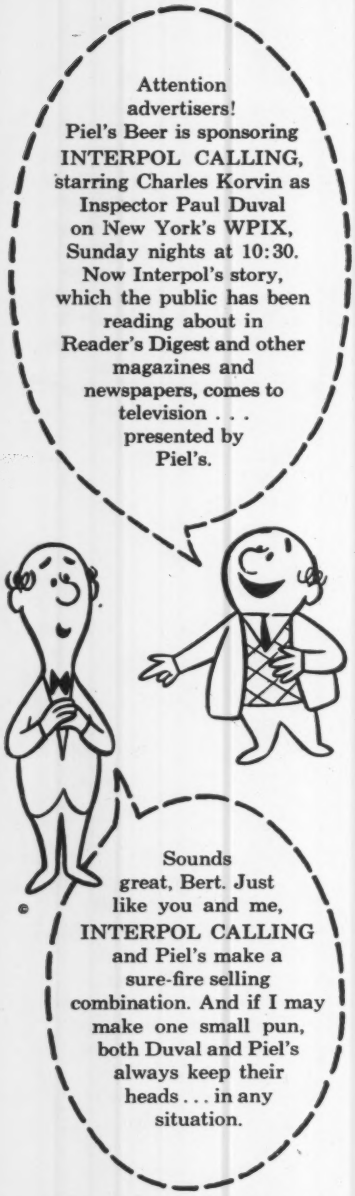
And that's not all!

- Highest rated local live shows of all Baltimore TV stations.
- Largest share of audience* of all Baltimore TV stations.
- Only Baltimore station that editorializes on community problems.

That's why, in Baltimore, *no spot TV campaign is complete without the WBC station,* **WJZ-TV 13 BALTIMORE**

*Balt. ARB Reports, Nov. 1958–Mar. 1960

WESTINGHOUSE BROADCASTING COMPANY, INC.


Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.
Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100

ITC OF CANADA, LTD.

100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

OPEN MIKE

CWA offers rebuttal

EDITOR: The Communications Workers of America is seriously concerned by misstatements of fact and erroneous editorial conclusions contained in two items concerning our union in the May 9 issue of BROADCASTING magazine.

An item on the CLOSED CIRCUIT page (page 5) alleged that CWA . . . "has been tinged with radicals in the past. . . ." The statement is simply untrue as anybody who knows our union would have been able to tell you. This statement is resented by both the members and officers of CWA.

Secondly, the same item implied that CWA was prepared to raid other AFL-CIO affiliates which have bargaining rights at the present time with a number of radio and television stations. This is untrue. CWA is not a raiding union. We fully adhere to the no-raiding provisions of the AFL-CIO constitution and of the more specific AFL-CIO no-raiding agreement. CWA looks for its expansion among workers presently unorganized, or those now belonging to so-called independent unions, or those in still existing company unions who have no adequate trade union bargaining power.

On page 82 (May 9 issue), a story entitled "Telephone union gets foot in tv's door" contains a number of other inaccuracies. CWA has no members employed by Western Union or by RCA Communications Inc. CWA furthermore does not represent radio operators aboard U.S. merchant ships. It is obvious the writer has confused CWA with a number of other unions. It is unfortunate that your magazine's writer could not have taken a little more time to get the facts straight.

Perhaps BROADCASTING magazine is correct when it describes CWA as "rough, tough, strongly entrenched"; many telephone company officials with whom we deal tell us they find us dedicated to the interests of our members, but also reasonable and responsible and concerned with furthering the best interests of the entire community.—*J. A. Beirne, President, Communications Workers of America, Washington.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

BROADCASTING PUBLICATIONS INC.

PRESIDENT . . . . . Sol Taishoff
VICE PRESIDENT . . . . . Maury Long
VICE PRESIDENT . . . . . Edwin H. James
SECRETARY . . . . . H. H. Tash
TREASURER . . . . . B. T. Taishoff
COMPTROLLER . . . . . Irving C. Miller
ASST. SEC.-TREAS. . . . Lawrence B. Taishoff

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER . . . . . Sol Taishoff
MANAGING EDITOR . . . . . Edwin H. James
EDITORIAL DIRECTOR (New York) Rufus Crater
SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail.
STAFF WRITERS: George Darlington, Malcolm Oettinger, Leo Janos, Sid Sussman, Richard Calistri; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk, SECRETARY TO THE PUBLISHER: Gladys Hall

BUSINESS

V.P. & GENERAL MANAGER . . . . . Maury Long
ASSISTANT TO THE PUBLISHER: Lawrence B. Taishoff
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER . . . . . Ed Sellers
PRODUCTION MANAGER . . . . . George L. Dant
TRAFFIC MANAGER . . . . . Harry Stevens
CLASSIFIED ADVERTISING . . . . . Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER . . . . . Irving C. Miller
ASSISTANT AUDITOR . . . . . Eunice Weston
SECRETARY TO GEN. MGR. . . . Eleanor Schadi

CIRCULATION & READER'S SERVICE

SUBSCRIPTION MANAGER . . . Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Edith Woo.
DIRECTOR OF PUBLICATIONS John P. Cosgrove

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

Editorial

EDITORIAL DIRECTOR . . . . . Rufus Crater
BUREAU NEWS MANAGER . . . Donald V. West
ASSOCIATE EDITOR . . . . . David W. Berlyn
N.Y. FEATURES EDITOR . . . Rocco Famighetti
ASSISTANT EDITOR . . . . . Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Diane Halbert

Business

SALES MANAGER . . . . . Winfield R. Levi
SALES SERVICE MGR. . . . Eleanor R. Manning
EASTERN SALES MANAGER . . Kenneth Cowan
ADVERTISING ASSISTANTS: Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR . . . . . John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT . . . . . Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR . . . . . Bruce Robertson
WESTERN SALES MANAGER . . . . . Bill Merritt
ASSISTANT . . . . . Virginia Stricker

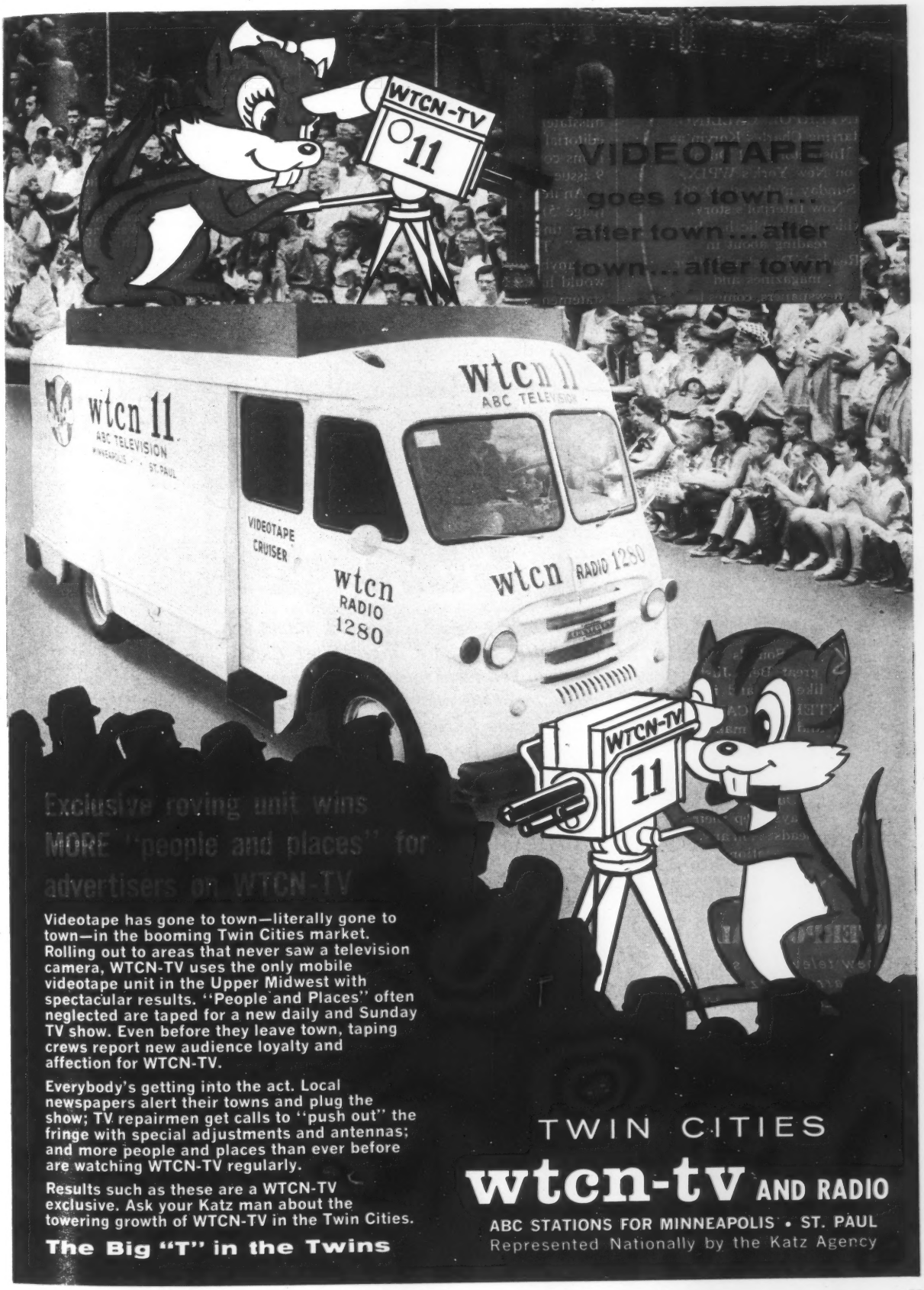
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

Copyright 1960 by Broadcasting Publications Inc.



Exclusive roving unit wins MORE "people and places" for advertisers on WTCN-TV

Videotape has gone to town—literally gone to town—in the booming Twin Cities market. Rolling out to areas that never saw a television camera, WTCN-TV uses the only mobile videotape unit in the Upper Midwest with spectacular results. "People and Places" often neglected are taped for a new daily and Sunday TV show. Even before they leave town, taping crews report new audience loyalty and affection for WTCN-TV.

Everybody's getting into the act. Local newspapers alert their towns and plug the show; TV repairmen get calls to "push out" the fringe with special adjustments and antennas; and more people and places than ever before are watching WTCN-TV regularly.

Results such as these are a WTCN-TV exclusive. Ask your Katz man about the towering growth of WTCN-TV in the Twin Cities.

The Big "T" in the Twins

TWIN CITIES

wtcn-tv AND RADIO

ABC STATIONS FOR MINNEAPOLIS • ST. PAUL

Represented Nationally by the Katz Agency

Community Club Awards. *5,095,320 Pepsi bottle caps are impressive! Especially when you have to count them, as we did. Just one of the many Community Club Awards sponsors in Richmond . . . and all from just one 13-week cycle! Put* **your** *product on the next CCA cycle in Richmond . . . most sociable advertising you can do! CCA stations in Richmond and central Virginia:*

WXEX-TV 8
WLEE 1480

om Tinsley, *President*
vin Abeloff, *Vice Pres. WXEX-TV*
arvey Hudson, *Vice Pres. WLEE, Radio*

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington, Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 23, 1960
Vol. 58 No. 21

NOW REVEALED: A U-2 PLAN AT FCC

25 agents will be assigned to keep watch on radio and television

The Federal Communications Commission is forming a special intelligence branch to maintain widespread surveillance over broadcast operations.

A new and separate Complaints & Compliance Div. of the Broadcast Bureau will come into being June 1 (BROADCASTING, May 16).

To finance the new operation, the FCC is asking Congress for $300,000 above the amount already appropriated by the House for fiscal 1961. In a statement prepared for delivery tomorrow (Tuesday) at the Senate Independent Offices Appropriations Subcommittee, FCC Chairman Frederick W. Ford said the intelligence-surveillance arm was established ". . . because of our conviction that vigorous, timely and systematic action in this area is essential to ensure that broadcasters fully discharge their obligation to operate in the public interest."

The two main facets of the program, as outlined by Chairman Ford:

- Immediate, thorough and effective on-the-spot investigations of complaints received by the FCC.
- Spot checks, through monitoring, of selected stations to make sure their programming matches representations made to the commission.

When flagrant violations are uncovered, he warned, remedial action will be taken immediately.

In his prepared testimony before the Senate subcommittee, Chairman Ford said that the FCC "unanimously took an action which I believe will have a very important bearing on the commission's regulatory program in the broadcast field and on its budgetary needs for the coming year. . . . This is an ambitious program and it requires men and money for its effectuation."

How Money Will Be Used ■ The chairman said the new program will cost $300,000 as outlined for the first year. This divides into $210,000 for personnel, $42,000 for travel and $48,000 for monitoring and "other objects," he said. The new office will be staffed by 25 professional persons—who may be in the field at least half the time—exclusive of secretarial and clerical assistants, Commissioner Ford said.

No one has been named to head the new office, according to informed commission sources. It also is not known whether a present staffer will be given the new assignment or if a new man will be brought in.

"The program undoubtedly will have a very significant impact on the industry," Chairman Ford predicted. "It should stimulate licensees to establish and maintain policies and practices more closely related to the public interest and may well serve to raise the general level of broadcasting service."

More and Better Action ■ The Complaints & Compliance Div. will be used to ". . . step up very sharply our thoroughness and effectiveness in handling complaints," the FCC chairman said. "Currently, we receive 120-150 complaints weekly on broadcast matters, in addition to matters recently brought to light, among others, by the FTC, by congressional committees and by the replies from stations and networks to our recent questionnaire on Sec. 317 practices" (see box, page 28).

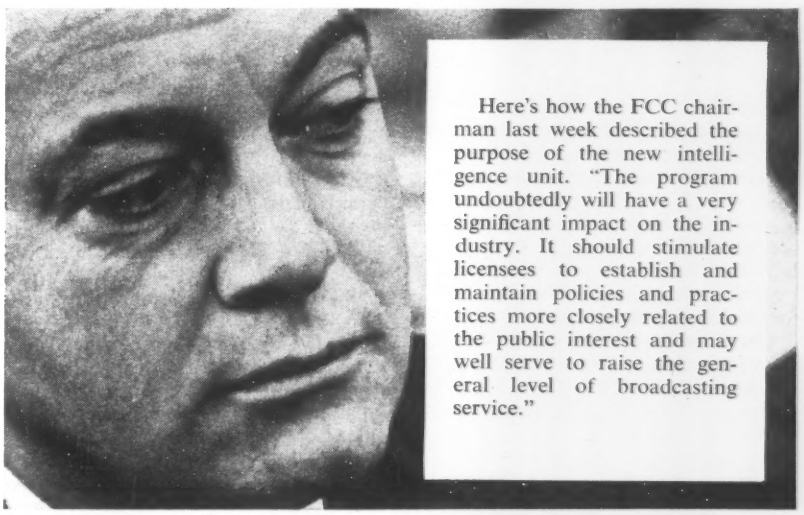
In the past, broadcast complaints of a non-technical nature have been handled by the Renewal Div. of the Broadcast Bureau. Mostly, they were handled by seeking formal, written statements of explanation from licensees involved without sending an investigator to the scene.

However, "to arrive at a sound judgment as to the merits of some of the practices complained of . . ." the commission now feels that trained investigators must be sent into the field, Commissioner Ford said. While there is a place for a written explanation, "it is not an adequate substitute in many instances for direct, field investigation," he maintained.

"Where the complaints on their face are substantial, whether they involve an individual station or go to a general industry practice, we must have the wherewithal to look into all such substantial complaints by going to the source and drawing together all of the relevant facts. . . . This is a prime obligation we owe to the public."

The Second Prong ■ In explaining the second phase of the compliance program, Chairman Ford pointed out that 1,700 station licenses are renewed annually. "While we have some information on each of these stations when we make our renewal decisions, we do not have available an analysis in depth

Ford says the unit's mission is 'to raise the general level of broadcasting service'



Here's how the FCC chairman last week described the purpose of the new intelligence unit. "The program undoubtedly will have a very significant impact on the industry. It should stimulate licensees to establish and maintain policies and practices more closely related to the public interest and may well serve to raise the general level of broadcasting service."

One agent is already in field

The FCC didn't wait until the June 1 installation of its intelligence-surveillance arm to begin investigations in the field.

For the past several weeks, Edward Brown, normally chief of the Renewal Branch of the Broadcast Bureau, has been conducting a top-secret, hush-hush investigation of Sec. 317 (sponsor identification) violations. Mr. Brown, it was learned, has spent considerable time outside Washington and currently is on an investigative trip to Boston and New York. He is due back in the FCC headquarters tomorrow (Tuesday).

His investigations, it was reported, center around discrepancies in licensee replies to the FCC payola questionnaire (BROADCASTING, Dec. 7) with information furnished the commission by the FTC and other sources. FCC Chairman Frederick W. Ford has told Congress that information discloses that payola was distributed to at least 110 stations, 69 of whom failed to report same in the the sworn statement to the commission (BROADCASTING, May 9).

Very few at the FCC are on the "inside" as to Mr. Brown's endeavors. When questioned about his activities, one official replied: "When the district attorney is about to raid the numbers racket, he doesn't warn them in advance."

of the operations of each station," he said. The commission, it was pointed out, relies primarily on information submitted by the stations.

"Now," he said, "we propose to undertake an audit in detail of a limited number of selected stations so that we can have a much more penetrating and more rounded view of how effectively stations discharge their stewardship in the public interest. We intend, among other things, to check on program logs, Sec. 317 compliance, political broadcast records . . . ; to examine the extent, nature and disposition of complaints coming directly to the stations; to ascertain whether representations made in connection with license applications are reasonably complied with. . . ."

For these station audits, Chairman Ford stated, the FCC will monitor actual programming and compare that with the station's log and promises.

The first year's operation of the intelligence-surveillance arm will be experimental, he said. The stress will not be placed on monitoring a specific number of stations but to develop means of effectively screening various types of situations, the chairman told the senators. "If abuses are uncovered, remedial action will be required. In those cases where licensees are found to have abused their trusteeship flagrantly, provision has been made for formal hearing proceedings." Also, he said, hearings will be held in the field in some cases to provide a proper forum for deciding the case.

Not Dependent on $300,000 ■ Chairman Ford stated that the new office already has been established within the commission and will function even if Congress does not appropriate the requested $300,000. However, he stressed, the personnel and funds the FCC can draw off from other "vital" commission tasks are very limited. "We will go ahead with the available resources in any event," he said. "However, it is the commission's considered judgment that substantial additional funds are needed to put this program over."

The House already has approved $12,935,000 for the FCC's fiscal 1961 operation, which is $565,000 less than recommended by the Budget Bureau. Of the money cut, $250,000 was intended for the proposed uhf study, for which the commission was appropriated $2 million.

Chairman Ford pointed out that the additional $300,000 requested would restore monies cut by the House, except that intended for the uhf study, but not intended for the same purpose. "I should make clear," he said, "that the program for which these funds are urged is new and was not previously before the House. . . . The commission, therefore, strongly urges that the necessary funds ($300,000) be approved to effectuate the proposed program."

The History ■ One of the first recommendations of the House Legislative Oversight Subcommittee—in the summer of 1958—was that an investigative arm be established at the FCC. The agency was criticized for having to rely on information from those being complained against to settle the matter involved.

Last February, FCC General Counsel John FitzGerald told the commission: "In order to avoid further criticism in connection with the payola problem and other matters which may arise in the future, I strongly recommend that the commission adopt the suggestion to immediately establish an office of enforcement." Then FCC Chairman John C. Doerfer had recommended such a course of action and the idea also was espoused by Commissioner Robert E. Lee, a former FBI agent.

Insiders within the commission felt, at that time, that the office would quickly be organized. However it soon fell temporarily out of favor (CLOSED CIRCUIT, Feb. 15). One of the reasons, it is understood, was a jurisdictional dispute at commission staff level. The burning question was where to put the investigators, i.e., whether the new office should receive bureau status, be placed under an existing bureau, or receive independent ranking such as the Office of the General Counsel.

As now established, the Complaints & Compliance Div. will be under the Broadcast Bureau, whose chief is Harold Cowgill. The Field Engineering & Monitoring Bureau will continue to handle technical and engineering complaints.

Senate Approval Seen ■ Senate observers are predicting quick approval of the requested $300,000 budget increase by that body. The appropriations subcommittee which heard the request is headed by Sen. Warren Magnuson (D-Wash.), who doubles as chairman of the Senate Commerce Committee.

This same Sen. Magnuson, during the recent confirmation hearing for Commissioner Lee, said: "I frankly don't think the commission has accepted its responsibility [in monitoring and policing licensees]. . . . The record is replete with questions that I have asked: Do you need more money or help for monitoring?. . . . The answer has always been no. . . . We have asked you time and time again whether or not you have the authority and you have always said you had."

Won't interfere

Local political factions and differences are not proper subjects for the FCC to consider, the agency said last week in refusing to institute revocation proceedings against Clayton W. Mapoles, owner of WEBY Milton, Fla. Six Santa Rosa (Florida) County officials had charged that Mr. Mapoles used the station as "a propaganda instrument for his private interests" (BROADCASTING, Nov. 30, 1959).

In denying the petition, the commission said that it must be "alert" not to permit its processes to be used to resolve political differences in local communities. Concerning complaints about a WEBY news commentator, the FCC stated any attempt to censor him would be unwarranted.

Here's where it all started—the dynamic program structure, the superb facilities that have brought about such a marked shift in Carolina viewing habits. Listed are only a few of the services and features that are building the "big new picture" in Charlotte. For this 25th largest television homes market in America, your best buy is WSOC-TV. One of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

SUMMER DISCOUNT DRIVE EXPANDS

Now it's N.W. Ayer that asks tv stations to consider rate cuts

Agitation for reduced summer tv rates, started first by BBDO (BROADCASTING, May 2), has spread to other major spot billing agencies.

A new probe by N.W. Ayer last week, similar in tone to that of BBDO's inquiry, for the first time injected a blunt reference to "the higher cost of reaching viewers during the summer." Two charts, one showing seasonal variations in tv viewing and another the seasonal variation in spot tv cost per thousand, accompanied the letter that went to station representatives over the May 14 weekend.

Under the signature of George S. Burrows, media director, the letter asked representatives if their stations planned to adopt a summer rate and urged that the representatives and stations "give this matter careful consideration."

Mr. Burrows drew attention to what he said was a "drop off of tv viewing during the summer months" and to the higher cost problem. He described both as factors of "major concern" to the Ayer agency's clients.

The report of N.W. Ayer's letter coincided with a strong denunciation of forced summer tv rate discounting issued by Lawrence Webb, managing director, Station Representatives Assn. (see story next page).

Acknowledgment ■ Benton & Bowles acknowledged last week that its media people had the question of reduced summer rates "under advisement," while three other top tv agencies, J. Walter Thompson, Ted Bates and Foote, Cone & Belding, reported either intra-agency or timebuyer-representative discussions. Not one of the agency trio, however, contemplated action.

Ed Fleri, BBDO's media supervisor, held a conference with station representatives on April 28 as a follow-up to his letter that asked tv station managers whether they planned to adopt a summer rate card. Mr. Fleri had looked at the BBDO letter as a routine "inquiry" rounding up station opinion and not as a "rate cutting request." BBDO, as has Ayer, referred to client interest.

JWT's Edward R. Fitzgerald, broadcast media manager and senior timebuyer of the Chicago office, reflected the sentiment of many New York buyers when he advised a midwest meeting of broadcasters (Ohio Assn. of Broadcasters meeting April 29 at Youngstown) that stations might follow the example of the tv networks and reduce summer rates. He included a reverse proposition for radio stations "perhaps radio's card should follow the sun—higher in the summer, lower in the winter"—in view of the higher summer radio audience.

A JWT spokesman in New York last week privately contemplated that tv stations might well take a careful look at their summer rates. It was hinted at this and at other agencies that some advertisers are placing summer money in media other than tv, but if rates were more favorable, the budgets would have landed in tv's coffers instead.

While the networks, the Westinghouse stations and some other leading outlets have announced tv rate discount plans for the summer, station representatives and individual stations across the nation are in vigorous opposition. Some—for example Michigan stations WWTV (TV) Cadillac and WPBN-TV Traverse City—directed attention to the year-round business enjoyed by stations in vacation areas.

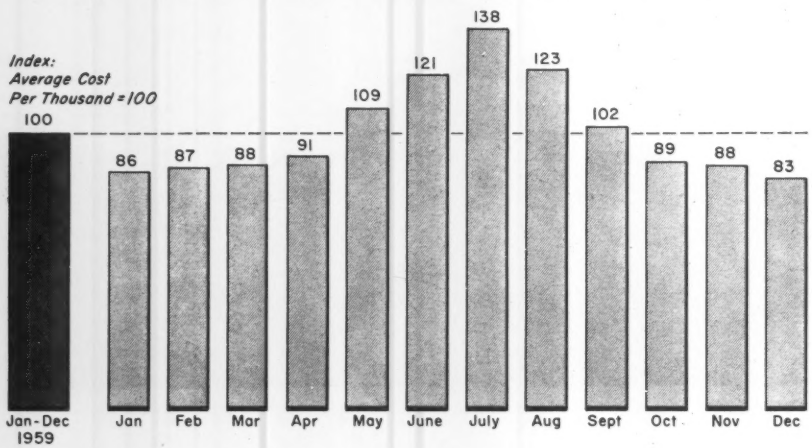
Case for Increase ■ Gene Ellerman, vice president and general manager of WWTV, wrote BBDO that the station has considered a change of summer rates, but not in the way contemplated by the agency: "We have considered raising the card." Mr. Ellerman explained the station had been planning the action in view of a greater number of residents in the area from June to September than at other times of the year. "Our national business increases during the summer," he wrote, while local business "practically doubles."

Mr. Fleri last week indicated that BBDO apparently feels it has accomplished its objective. Within a week, the agency expects to have a lineup of "important major markets" available to its clients showing where an advertiser can buy announcements in the summer period at a "less expensive" rate than in the winter. BBDO also will incorporate some of the opinions it has received from stations.

BBDO, Mr. Fleri said, has had more

Continued on page 34

Ayer's chart of seasonal cost variations



N.W. Ayer charts summertime cost ■ To emphasize how the relative spot tv costs go up for the advertiser in the summer months as viewing goes down, N.W. Ayer included this chart in its letter to station representatives. It was titled "Seasonal Variation in Spot Tv Cost-per-Thousand." Ayer based the cost on a 20-second spot in prime time at the one-time rate in the top 150 markets, computed against the total homes using television in the hours 8-10 p.m., Sunday through Saturday. The agency obtained its base (shown as "100" on the chart) by taking an average cost per thousand, January-December. For comparison with the yearly average, a similar C-P-M was figured for each of the 12 months. If a line were drawn along the peaks, a cost curve is obtained starting low in January, moving up during the summer and then dipping down again during the months in the fall season.

Summer cuts not justified—Webb

Summer television rate discounts were denounced last week by Lawrence Webb, managing director of Station Representatives Assn., as an unwarranted move that easily could turn the alleged "summer dropoff" in viewing from fancy into fact—and lead to still further discounts.

He denied there is a general decline in television set-in-use during the hot-weather months. He charged that special summer rates favor the summer seasonal advertiser at the expense of the year-'round and winter users and, taken along with barter and different standards for local and national rates, make tv values "even more questionable" in the eyes of advertisers. Actually, he said, television already is priced too low.

Mr. Webb's statement obviously was designed to head off a trend. The networks, Westinghouse stations and some other leading broadcasters have announced lower tv rates for summer and a growing number of agencies are showing interest in general industry attitudes toward this practice (see opposite page).

"Surprising" ■ Mr. Webb called it "surprising that those who are able to afford to hold the line . . . are shirking their responsibility to the industry by advocating summer rate discounts." He said "this is especially true when those in the broadcast industry who are currently experiencing their greatest billings and earnings engage in such a practice."

He cited "the wide use of television by the most astute advertisers with the greatest know-how and research." These advertisers, he continued, must surely be "gaining special values over and beyond the currently published rates which they are paying, as evidenced by the high percent of dollars going into television advertising, in comparison to other media, among the largest advertisers in this country."

Mr. Webb hit at claims that viewing slumps heavily in the hot-weather months:

"The decline in sets-in-use in television during the summer is *not* general. Latest research figures show that daily home hours of television viewing in July and August 1959 increased 48.9% over the same period in 1955. Virtually as many people view tv during the summer months as in other times of the year. There are certain periods of the day and week when sets-in-use during the summer months exceed those during other seasons of the year. But even though sets-in-use may be down for certain periods of the day during the summer, the sales impact of television advertising may be even greater among those viewing.

SRA's Larry Webb
Tries to stem a trend

Summer Retail Sales ■ "More than 25% of all retail sales occur during the summer months. For the average family, summertime means more leisure time—more time to shop—more searching for amusement—a more relaxed attitude toward spending, which adds up to lower sales resistance and a more adventurous attitude towards life and new products."

The SRA head said that giving "the let's - cancel - for - the - summer boys" a special discount is no answer. "We must help them see the importance of year-'round advertising in television, based on rate structures that reflect the true value of the medium and not tied to seasons of the year. Who ever heard tell of a summer rate for newspapers or magazines?"

Giving special rates to summer seasonal advertisers, he continued, "provides them with privileges not available to winter or year-'round advertisers and can only lead to creating a demand on the part of winter advertisers for like privileges. Why should an account such as a cold remedy pay a premium rate while the ice-cream manufacturer is given special discounts? It has been proven that all the special discounts in the world will not attract a tire manufacturer of snow treads or the maker of cold remedies into summer advertising."

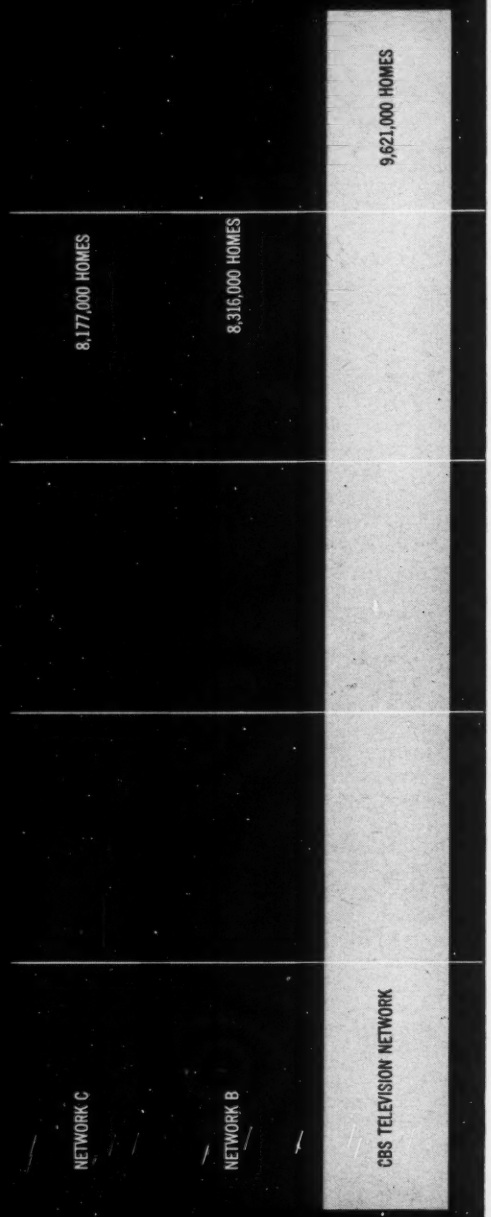
Mr. Webb stressed that "television by all standards is the most effective advertising medium developed to date." He singled out Procter & Gamble and General Foods as typical of some of the nation's biggest advertisers who from their own extensive use of television and radio "already know the value of year-round advertising in broadcast media."

Moreover, Mr. Webb continued, "it is quite obvious to anyone who will take the time to analyze the situation that the additional business that special summer discounts might attract could be easily offset by the discounted dollars that would have to be returned to the large advertisers who use broadcast media on a year-'round basis." He concluded:

Hurt Programming ■ "Discounting the value of television in the summer can only depreciate the quality of programming and expenditures for supporting activities, such as promotion and special events. If this occurs, the spread of sets-in-use between winter and summer might easily become a fact, and this situation would only lead to further discounts in order to try to keep up the dollar volume. Television advertising during the summer months, if properly used, can represent for advertisers the opportunity to draw ahead of competition, thereby establishing year-'round franchises and exploiting periods where competition is weaker in the summer than in fall and winter months.

"American television homes still average considerably over four hours of viewing per day, even in August, and research organizations tell us that less than 5% of the American people are away from a television set during the peak vacation week in this month. Any way you slice it, the facts do not justfy rate-cutting by way of seasonal discounts in an advertising medium which is already undersold."

Our nighttime is even better...



AVERAGE NETWORK AUDIENCE

Nationwide Nielsen (AA) Reports, Jan.-Apr. 1, 1960, 6-11 pm

What makes one network better looking than another? And why, in the average nighttime minute, do 1,305,000 *more* families watch the CBS Television Network than any other?

It could be the wildly hilarious satire by Jack Benny and Phil Silvers on Dr. Jekyll and Mr. Hyde that overwhelmed all its opposition one evening last March.

It could be a vivid revelation of a crucial issue—like "The Population Explosion" presented twice this winter on CBS REPORTS, each time widely acclaimed.

It could be a star-studded, two-hour panorama of an entire decade—like THE FABULOUS FIFTIES in January.

It could be the sustained emotional intensity of Julie Harris and Sterling Hayden in last February's brilliant production of ETHAN FROME.

It could be the antics of an incorrigible little boy who strikes a common chord every Sunday night in the hearts of all parents—like DENNIS THE MENACE.

Or it could be the dramatization in May of THE GAMBLER, THE NUN AND THE RADIO, the fourth in a series of exciting 90-minute productions of Ernest Hemingway's greatest stories.

Surely these must be some of the reasons why *just the difference* between our average audience and the next network's is equal to all families in Los Angeles, Pittsburgh, and Washington!

Despite fanciful claims to the contrary, this is how the networks stand today when you measure all U.S. television families, all sponsored programs from 6 to 11 pm, and all reports for the current year.

The best looking network is the one where viewers find the best things to watch—and where advertisers reach the biggest nationwide audiences, for the fifth straight year.

The CBS Television Network

when you loo behind the bar

Continued from page 30

than a 50% return to its initial inquiry. He said nearly everybody expressed an opinion and that the letters in general contained the following points:

■ Summer rate structures are flexible and the station wants to explain its position.

■ The station doesn't contemplate a summer rate this season, or a summer card is not "appropriate" to the market served (year-round billing prosperity).

■ A summer rate card may be considered for next year, or in any event, the station has been giving some thought to publishing such a card.

It was pointed out that BBDO has two summer season clients which would have a natural bent for seasonal reductions. These are Pepsi-Cola (a new BBDO client) and Schaeffer beer.

Same Cost ■ Other agencies which have year-round advertisers brush off summer rate inducements, noting that many of these go hand in hand with a raise of rates in the winter—"it ends up costing about the same." But the added flexibility intrigues these media people who note that "now we can buy into the networks in winter or in summer."

WABC-TV New York, ABC-TV's owned station in New York, announced it would not offer a special summer discount plan. Joseph Stamler, vice president and general manager, said there are "built-in" provisions of the regular 7/14 plan that accommodates clients during the lower set circulation period. This takes into account fluctuations of audience circulation from one rate classification to another and from one season to another, he said.

The WABC-TV plan is similar to that used by 23 of 25 Blair-Tv stations. In effect, this plan permits advertisers to move into another rate classification on a pre-emptible basis (meaning an advertiser automatically is knocked out of the schedule, within limitations, when another advertiser comes in during the low-rated season on the basis of the higher rate classification). On WABC-TV, advertisers in specific time periods during months of lower circulation have a built-in summer discount plan. By automatically taking in the seasonal factor through audience circulation changes, the advertiser in effect obtains discounts—which in the summer period can range from 30-60%. Mr. Stamler asserted that if more stations around the country followed this rate card procedure, advertisers and agencies would be relieved of the problems they face each summer.

Ayer's Mr. Burrows asserted that the "trend" of some stations setting a lower summer rate was "desirable and constructive"; that a summer rate would "go a long way" in warding off apathy shown by many advertisers toward summer tv; that clients have noted summer plans already announced by stations and have asked the agency "how many stations offer special summer rates."

An Extension ■ While stations cannot do much about viewing drop-off in the summer, Mr. Burrows observed they can do something about the cost. This phrase in his letter was underlined. A summer discount plan, he continued, would be but a seasonal extension of a policy already set in rate cards which provide for different rates for different classes of time periods. N.W. Ayer through summer discounts would help the station by encouraging advertisers to continue or to consider tv in that season and would work for the advertiser by making summer tv more attractive since the "efficiency and cost" of tv's reach would become a constant year-'round figure.

IT'S TV TEA TIME
Nestle schedules $2 million campaign

The Nestle Co., White Plains, N.Y., announced plans Wednesday (May 18) to spend "more than $2 million" in summer and fall promotion of its new Instant Nestea. Most of the ad money said to be more than was spent in the last three years combined, is allocated to the broadcast media, according to Alistair Semple, general manager of Nestle's tea and coffee marketing division.

The company expects to sell enough Instant Nestea to make ¾ billion glasses of iced tea this year. Nestea, via McCann-Erickson, New York, purchased sponsorship of the daytime *Loretta Young Theatre* (Mon.-Fri. 2:30-3 p.m. EDT), which is seen on some 130 NBC-TV stations. In addition day and nighttime tv commercials in all major markets throughout the summer and fall will be spotted in such programs as *The Jack Paar Show, Today, Price Is Right, Life of Riley, I Love Lucy, Queen for a Day, December Bride* and others. Approximately 80 top markets will be used in the company's tv spot campaign. Saturation radio spot campaigns will be launched in key U.S. markets throughout the summer. A few consumer magazines will get a share of the Nestea business but no newspapers will be used, it was reported.

JAN CROCKETT
She sells instant tea

Nestea's expenditure represents a significant increase over 1959. According to TvB and LNA-BAR figures, Nestea spent $74,233 in network tv and $232,310 in tv spot. Nestea's tv spending last year was topped by Lipton, Tenderleaf and the Tea Council (BROADCASTING, May 9).

Nestea has signed tv actress and singing star Jan Crockett to star in a series of new Nestea commercials, which will have various June starting dates across the country. Nestea currently enjoys more than 50% of the instant tea business, Hans J. Wolfisberg, president of the Nestle Co., told guests at the Nestea presentation last week in New York.

A fast approach to institutional ads

General Electric Co., BBDO and tv tape have demonstrated that a news event can be adapted quickly as a tv commercial. The advertiser and agency, with only a 20-hour advance notice, taped the May 11 docking of the *Triton*, nuclear submarine that circled the globe in 84 days. GE designed and developed the sub's two atomic reactors for the Atomic Energy Commission.

In a midtown New York CBS-TV studio the day before, a BBDO unit was taping a commercial for future use on *The General Electric Theatre*, (Sundays, 9-9:30 p.m.). It received a call from GE on the *Triton's* imminent docking. In two hours time, the unit was on its way to New London, Conn., to meet the *Triton*. Leased were two mobile video-tape trucks from Sports Network Inc. BBDO writer John Leinbach wrote a script for the three-minute commercial in the early hours of the morning at New London. He did so not knowing the precise spots the two tv cameras would be placed.

The actual docking of the *Triton* and

WHY OKLAHOMA CITY IS A GOOD MARKET IN WHICH TO DO MORE BUSINESS...

And why WKY RADIO AND TELEVISION are good stations on which to do more business.

If you are engaged in marketing of products, market lists present a problem. You need information on what is happening NOW in the market. Not only nose-counting, retail sales and income figures, but also the flavor and feeling of the market. How about vitality? How about the mental eagerness of the people? How about their outlook for the future?

To give you an idea of the tremendous opportunities in the Oklahoma City market, WKY RADIO AND TELEVISION is devoting the major part of its trade efforts to the story of the industrial, economic and "people-growth" of the Greater Oklahoma City Market.

As for WKY RADIO and WKY-TV, the story is simple. As the prime-communicator in the market, we are a powerful sales force among the people enriched by the market growth.

This, the first of the series on our market, deals with . . .

Industrial Development... Diversified!

Growth of a market depends upon industrial development. Stability depends upon industrial diversification.

The Greater Oklahoma City Market has both!

The result is a steadily increasing flow of money into the hands of people who can buy more of the products you have to sell.

Facts

- **Well over one billion dollars were invested in Oklahoma City for capital improvements (1950-1959).**
- **1959 set the record with $206,688,252 spent for industrial expansion and community improvements.**
- **A typical indicator of community growth is the increase in electric consumption — 147.5% in the past ten years.**
- **Non-agricultural employment increased 28%.**

The future is even brighter because of diversified expansion. No one industry shutdown can cause cash-register-cobwebs. And more businesses are moving in monthly, mainly because in the Oklahoma City Market, *the quality of labor is not strained.* People have enthusiasm, confidence, a dollar-for-dollar sense of values and a dynamic desire for the advancement of their families and community.

WKY RADIO AND TELEVISION is the prime communicator to over a million and a half of these people in 56 counties. One reason is on page 4.

Photo by A.

ON BEYOND RATINGS...

In convincing you of the prime importance of WKY RADIO AND TELEVISION in the Greater Oklahoma City Market let us make one thing plain:

> *Both stations have more coverage than any competitive media (54 counties for TV, 56 for radio). Both stations have proved rating stories. By the accepted slide rule criteria, we're "number one" (or else we probably couldn't afford to be selling the market rather than the stations).*

But beyond the ratings and the coverage is where you find the full impact of WKY RADIO AND TELEVISION.

> *In the pride of operation... we do it better or not at all!*
> *In our living code of ethics... stricter than average because it is formulated upon personal conscience rather than fear of control.*
> *In our audience loyalty. Good programs can attract audience to us... or away from us. But our audience loyalty makes people more inclined to come TO us.*

So, look on beyond ratings in measuring the full value of WKY RADIO AND TELEVISION. Look to *SALES!*

We make more sales to the people in this rapidly expanding market than any other communicator. We are established in the minds and hearts of the audience as the *prime* communicator.

Good Stations on which to do More Business

WKY RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa–St. Petersburg, Fla.
Represented by The Katz Agency

the ceremony which followed covered. BBDO noted that usually an institutional-type commercial takes weeks from conception to production.

The *Triton* commercial was aired only a few days later, May 15, on *GE Theatre*. Capsule description: commercial started with Ronald Regan lead-in, opened on announcer Don Herbert explaining the scene and occasion, the camera zooming past him to the *Triton* as it moved toward the dock, cut to scenes on the pier (the crowd, speakers' stand, and band) then to Capt. Edward L. Beach, the sub's skipper, as he greeted his family on the gangplank. Action continued with the speakers' stand during the ceremony, shots of the *Triton*, a cut to a map on which the course taken by the submarine was traced for the viewer and then a closing cut to Mr. Herbert atop one of the tape trucks with both the crowds and the *Triton* as background.

Teamed on the commercial were Messrs. Herbert and Leinbach; Al De Caprio, freelance producer, and Bart Bardossi, GE's client representative.

L.A. ad women win commercial awards

A tv commercial for the Mattel "Barbie" doll won Fran Harris of Harris-Tuchman Productions, Hollywood, a golden "Lulu" trophy in the 14th annual achievement awards competition of the Los Angeles Advertising Women. It was judged the best video commercial in the competition, open to all professional advertising women in the West.

Second award in the tv category went to Mary Louise Metcalf, Kenyon & Eckhardt, Hollywood, for her commercial for Max Factor's "Gold Fire" lipstick. The awards were presented May 15 at the LAAW awards luncheon, at the Beverly Hilton Hotel.

Marion R. Sternbach, Honig-Cooper & Harrington, Los Angeles, received the top award for radio commercials with her "Slices of Life" spot for Weber's bread. Marilyn Lees, Botsford, Constantine & Gardner, Portland, Ore., placed second with her commercial for Nulade eggs.

Miss Harris also won a top award for the best business film entered in the competition, which encompassed some 20 categories of advertising endeavor.

COURT THE WOMEN
TvB issues invitation to daytime tv buyers

Daytime tv is an excellent way for the advertiser to court "the woman in your life." So reports Television Bureau of Advertising in its new presentation on daytime tv. TvB reviews audience data and covers the dominance of the woman in watching tv during daytime hours and in purchasing decisions.

A wide distribution of spot availabilities dot daytime schedules the nation over. TvB said a survey made last January of 107 tv stations shows 33% of total availabilities in daytime tv consist of IDs, 32% are 20-second announcements and 14 are minutes. Some 30% are participations within programs. Most IDs available (31%) fall into the noon to 4 p.m. period. The majority of minutes (33% of the total) are in the sign-on to 9 a.m. hours.

The abundance and flexibility of time periods for sponsorship in network weekday daytime schedules: ABC-TV, for example, has noon-1:30 p.m., 2-5 p.m. and 5:30-6 p.m. network optioned. CBS-TV opens at 8-9 a.m. picks up at 10 a.m. through 1 p.m. and options 1:30-5 p.m. NBC-TV runs 7-9 a.m., 10 a.m.-1 p.m. and 2-5 p.m.

TvB points up the availability of full sponsorship of a 15- or 30-minute show, or program segments as a participating sponsor, and on one or a number of weekdays, all at "attractive rate structures that introduce economy into your rendezvous with women."

Highlights of the presentation:

Half of all women in the country watch daytime tv each weekday for nearly three hours. This year 33.5% more homes watch tv during the daytime than in 1956. These homes account for 33.3% more hours of viewing. In 17 of the 22 half-hours of daytime tv, the share of all tv viewers accounted for by women exceeds the 36.2% potential women representative of all people in the U.S.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week May 12-18 as rated by the multi-city Arbitron instant ratings of America Research Bureau.

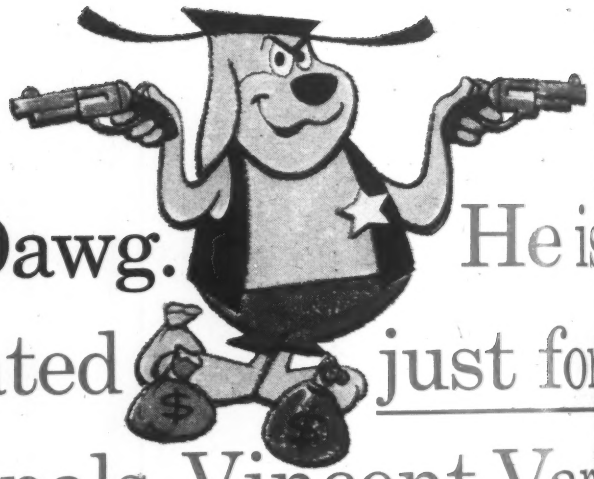
Date	Program and Time	Network	Rating
Thur., May 12	Frank Sinatra (9:30 p.m.)	ABC-TV	41.0
Fri., May 13	77 Sunset Strip (9 p.m.)	ABC-TV	20.3
Sat., May 14	Gunsmoke (10 p.m.)	CBS-TV	31.5
Sun., May 15	Ed Sullivan (8 p.m.)	CBS-TV	22.8
Mon., May 16	Danny Thomas (9 p.m.)	CBS-TV	24.4
Tue., May 17	Garry Moore (10 p.m.)	CBS-TV	20.6
Wed., May 18	Jack Benny (10 p.m.)	CBS-TV	23.7

Copyright 1960 American Research Bureau

R

Rec·og·ni·tion
(rĕk-ŏg-nĭsh-ŭn), *n.*
1. perception of identity as already known in fact.
2. *e.g.* the Ohio State University first place award to the **wmca** series "JUSTICE."

wmca AM Radio Sales
NEW YORK
wbny Jack Masla & Co., Inc.
BUFFALO
&rpi Radio Press International

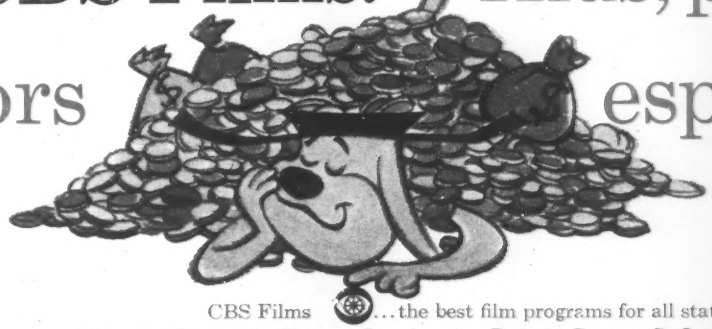


This is **Deputy Dawg.** He is
best friend. Created just for
Deputy and his pals, Vincent Van
Muskie, and others, are part
ever assembled to tickle
Now, 26 half-hours available
everybody will love Deputy Dawg

Sales Primer

lovable, brave and a (sales)man's television by Terrytoons,

Gopher Li'l Whooper of the most joyful series audiences, delight advertisers. from **CBS Films.** Kids, parents, Sponsors especially!



CBS Films ...the best film programs for all stations"
Offices in New York, Chicago, Los Angeles, Detroit, Boston, St. Louis,
San Francisco, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd.

TV'S TOP 100 ADVERTISERS IN '59

P&G spent $95.3 million; Lestoil leads the top brand list

The billing of the top 100 advertisers in television last year ranged from leader Procter & Gamble's $95.3 million to Jacob Ruppert's (brewery) $2.2 million. The figures, as released by Television Bureau of Advertising, are at the gross or one-time rate.

TvB also reported the top 25 brand advertisers. Each of these brands represented more than $5 million in tv gross billing. In 1958, there were 22 brands in this category. Of the 25 brands' total tv investment, 40% was accounted for by spot tv and 60% for networks. Each brand used network and spot except for Lestoil, which ranked No. 1 with all of its $17.6 million in spot.

Kellogg cereals ranked No. 2 with nearly $13 million, followed by two American Home Products' brands—Anacin at $12.6 million and Dristan over $10.7 million. P&G had five brands on the list: Tide's $8.4 million, Mr. Clean's $7.5 million, Duncan Hines' $7.4 million, Gleem's $7.4 million and Cheer's $6.1 million.

The notable increases (1959 over 1958) came from these three companies: Alberto Culver Co., from more than $2.5 million to more than $6.5 million; Beech-Nut Life Savers Inc., over $5 million or more than twice the amount spent in 1958, and The Drug Research Co., from over $2 million to more than $5 million.

TOP 100 TV ADVERTISERS—GROSS TIME COST ONLY

	Total TV	Spot TV*	Network TV†
1. Procter & Gamble	$95,340,352	$45,046,800	$50,293,552
2. Lever Bros.	46,853,895	14,118,940	32,734,955
3. American Home Products	38,767,078	10,657,620	28,109,458
4. Colgate-Palmolive	36,358,414	13,879,890	22,478,524
5. General Foods	35,489,721	14,599,400	20,890,321
6. General Motors	21,391,774	1,370,030	20,021,744
7. R. J. Reynolds Tobacco	20,376,277	4,252,450	16,123,827
8. Bristol-Myers	20,361,357	7,744,650	12,616,707
9. Adell Chemical	18,132,030	18,132,030	—
10. Brown & Williamson Tobacco	17,845,593	9,252,640	8,592,953
11. P. Lorillard	17,002,728	4,177,170	12,825,558
12. Sterling Drug	16,636,373	3,660,910	12,975,463
13. Gillette	16,387,524	2,745,350	13,642,174
14. General Mills	16,156,947	3,237,710	12,919,237
15. Miles Labs.	15,251,345	7,830,830	7,420,515
16. Liggett & Myers	14,540,097	2,948,590	11,591,507
17. Kellogg	13,442,861	5,988,600	7,454,261
18. American Tobacco	13,348,880	3,467,440	9,881,440
19. Warner-Lambert	13,053,414	10,690,620	2,362,794
20. Ford Motor	12,999,287	951,000	12,048,187
21. Philip Morris	12,982,348	4,387,270	8,595,078
22. Continental Baking	11,582,615	10,806,480	776,135
23. Pharmaceuticals	11,077,037	418,050	10,658,987
24. Chrysler Corp.	10,496,356	989,090	9,507,266
25. Standard Brands	10,389,650	4,135,040	6,254,610
26. National Biscuit	9,730,022	2,130,880	7,599,142
27. Carter Products	8,942,365	3,474,300	5,468,065
28. Corn Products	8,747,887	4,226,190	4,521,697
29. S. C. Johnson & Son	8,224,585	1,098,880	7,125,705
30. National Dairy Products	7,841,357	1,445,980	6,395,377
31. Revlon	7,500,964	3,284,050	4,216,914
32. International Latex	7,381,340	7,381,340	—
33. Pillsbury	6,934,594	2,712,080	4,222,514
34. Texaco	6,848,210	649,380	6,198,830
35. Alberto-Culver	6,675,537	1,535,130	5,140,407
36. General Electric	6,473,224	278,590	6,194,634
37. Ralston-Purina	6,222,860	1,808,340	4,414,520
38. Bayuk Cigars	6,125,682	162,910	5,962,772
39. Armour & Co.	5,890,528	1,291,160	4,599,368
40. American Chicle	5,828,120	2,496,540	3,331,580
41. Eastman Kodak	5,767,735	107,470	5,660,265
42. Beech-Nut Life Savers	5,476,210	636,840	4,839,370
43. Texize Chemicals	5,360,900	5,360,900	—
44. Campbell Soup	5,258,735	492,060	4,766,675
45. Drug Research Corp.	5,196,249	2,742,900	2,453,349
46. Westinghouse Electric	5,166,205	—	5,166,205
47. E. I. du pont De Nemours	5,165,744	481,250	4,684,494
48. Scott Paper	5,112,346	1,011,750	4,100,596
49. Quaker Oats	4,669,746	1,859,690	2,810,056
50. Nestle Co.	4,562,151	2,581,390	1,980,761
51. Aluminum Co. of America	4,538,651	625,730	3,912,921
52. Borden Co.	$4,450,906	$2,824,470	$1,626,436
53. Vick Chemical	4,387,941	3,115,200	1,272,741
54. Block Drug	4,117,202	1,250,630	2,866,572
55. Anheuser-Busch	3,992,497	343,427	3,649,070
56. Radio Corp. of America	3,967,716	125,880	3,841,836
57. Coca-Cola Co. (bottlers)	3,943,140	3,567,960	375,180
58. United Merchants Mfrs.	3,840,970	3,840,970	—
59. Prudential Insurance	3,776,169	—	3,776,169
60. J. A. Folger	3,722,440	3,722,440	—
61. Falstaff Brewing	3,695,939	2,061,370	1,634,569
62. Chesebrough-Ponds	3,691,519	1,419,880	2,271,639
63. Avon Products	3,677,040	3,677,040	—
64. Kaiser Industries	3,672,894	—	3,672,894
65. Helene Curtis	3,520,372	1,787,350	1,733,022
66. Ford Motor Co. (dealers)	3,438,840	3,438,840	—
67. Kimberly-Clark	3,291,632	—	3,291,632
68. U.S. Steel	3,274,480	48,660	3,225,820
69. Schlitz Brewing	3,260,557	1,850,150	1,410,407
70. Carnation Co.	3,225,438	584,590	2,640,848
71. Johnson & Johnson	3,169,915	168,800	3,001,115
72. Reynolds Metals	3,141,630	123,090	3,018,540
73. Swift & Co.	3,128,964	827,170	2,301,794
74. Lanolin Plus	3,047,290	3,047,290	—
75. Armstrong Cork	2,998,265	—	2,998,265
76. Schick	2,997,457	1,348,040	1,649,417
77. B.T. Babbitt	2,992,150	2,992,150	—
78. Pepsi Cola Co. (bottlers)	2,984,590	2,984,590	—
79. Esso Standard Oil	2,973,344	2,198,650	774,694
80. Andrew Jergens	2,923,670	2,923,670	—
81. National Grape Coop. Assn.	2,923,290	2,601,350	321,940
82. Sears, Roebuck	2,912,411	947,720	1,964,691
83. Wesson Oil & Snow Drift	2,883,440	2,883,440	—
84. H.J. Heinz	2,875,530	28,040	2,847,490
85. Food Mfgrs. Inc.	2,769,580	2,769,580	—
86. William Wrigley Jr.	2,749,420	2,749,420	—
87. Drackett Co.	2,727,260	252,480	2,474,780
88. Carling Brewing	2,725,717	2,395,710	330,007
89. Pabst Brewing	2,710,170	2,710,170	—
90. Atlantis Sales	2,659,025	1,403,850	1,255,175
91. Shell Oil	2,563,895	2,451,710	112,185
92. Norwich Pharmacal	2,534,960	2,534,960	—
93. Sperry Rand	2,427,951	—	2,427,951
94. General Motors (dealers)	2,427,260	2,427,260	—
95. Max Factor	2,423,490	2,423,490	—
96. Hamm Brewing	2,422,341	1,821,880	600,461
97. Pet Milk	2,327,620	—	2,327,620
98. Gulf Oil	2,315,460	823,010	1,492,450
99. Associated Products	2,216,630	1,956,140	260,490
100. Jacob Ruppert	2,213,820	2,213,820	—

* N.C. Rorabaugh. † LNA-BAR.

TOP 25 TV BRANDS—GROSS TIME COST ONLY

	Total TV	Spot TV*	Network TV†
1. Lestoil (Adell)	$17,627,120	$17,627,120	$—
2. Kellogg Cereals (Kellogg)	12,932,652	5,953,660	6,978,992
3. Anacin (American Home Prod.)	12,625,422	2,686,880	9,938,542
4. Dristan (American Home Prod.)	10,763,597	3,542,570	7,221,027
5. Kent (P. Lorillard)	10,190,965	2,859,230	7,331,735
6. Alka Seltzer (Miles)	9,739,847	5,729,760	4,010,087
7. Colgate Dental Cream (C-P)	9,730,016	3,629,920	6,100,096
8. Post Cereals (General Foods)	9,566,515	3,106,540	6,459,975
9. Maxwell House Coffee (Gen Foods)	8,947,275	6,082,340	2,864,935
10. Tide (P&G)	8,478,654	1,767,160	6,711,494
11. Viceroy(Brown & Williamson)	8,361,694	3,125,610	5,236,084
12. Bufferin (Bristol-Meyers)	8,296,755	2,907,470	5,389,285
13. Mr. Clean (P&G)	$7,593,249	$5,796,130	$1,797,119
14. Duncan Hines (P&G)	7,494,561	7,209,170	285,391
15. Gleem (P&G)	7,412,812	1,959,240	5,453,572
16. Ford (Ford)	7,386,418	720,090	6,666,328
17. Chevrolet (G.M.)	7,326,512	230,630	7,095,882
18. Winston (R.J. Reynolds)	7,291,902	1,096,860	6,195,042
19. Bayer Aspirin (Sterling)	6,908,142	650,040	6,258,102
20. Salem (R.J. Reynolds)	6,900,120	2,266,130	4,633,990
21. L&M (Liggett & Myers)	6,568,865	1,474,890	5,093,975
22. Cheer (P&G)	6,191,661	3,333,470	2,858,191
23. Camel (R.J. Reynolds)	6,084,128	809,000	5,275,128
24. Phillies Cigars (Bayuk)	5,983,911	105,490	5,878,421
25. Pall Mall (American Tobacco)	5,119,201	1,020,600	4,098,601

* N.C. Rorabaugh. † LNA-BAR.

MARK TWAIN
could have been "The Boss Man" of WPTR

It would have fit him like a glove because Mark Twain represented GRASS ROOTS THINKING AT ITS BEST. Radio, too, should be communication at its best. That's the kind of a station we try to run at WPTR. Naturally we play music but we believe news is more important—and equally important is the interpretation of that news.

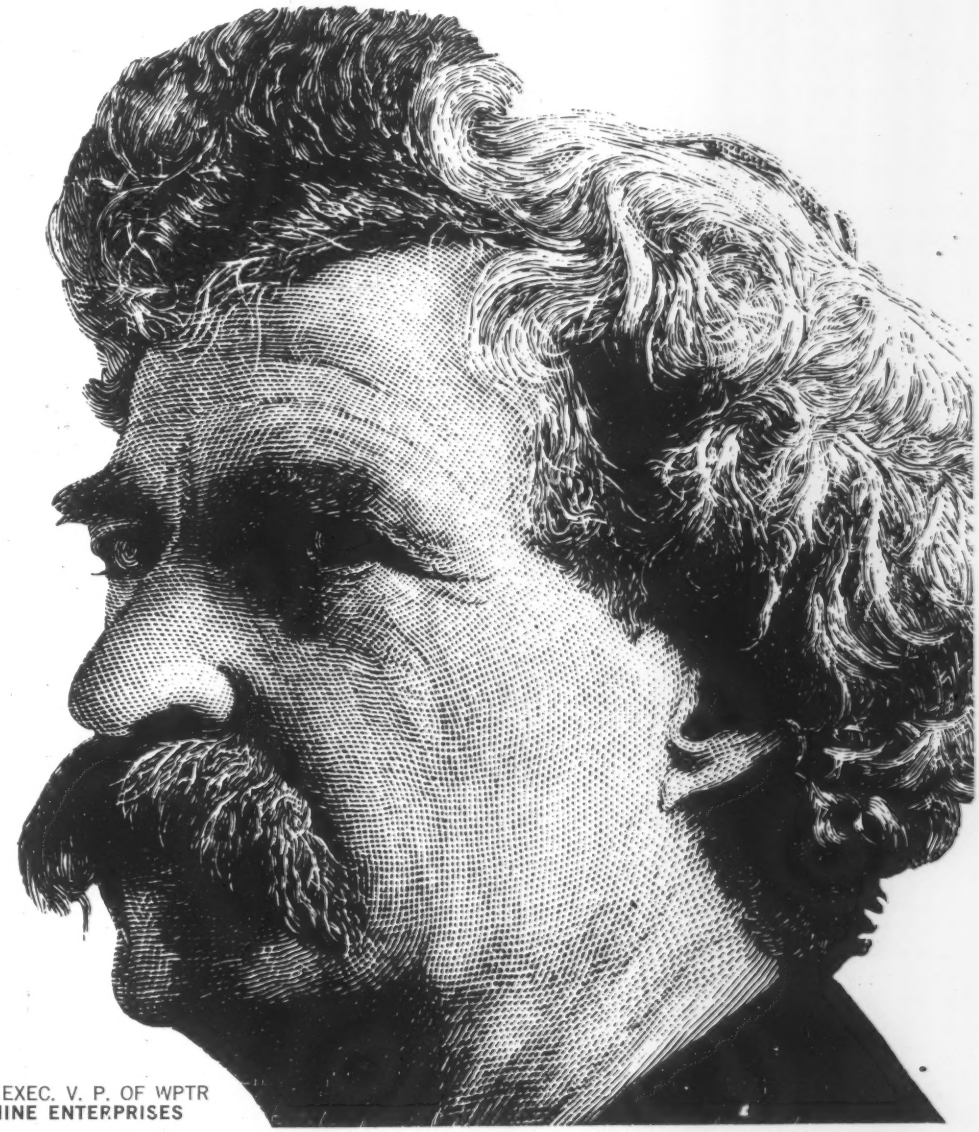
That's why WPTR has a minimum of 48 regular scheduled newscasts every day—commentary on the news at least 12 times a day—news in depth every hour—and where necessary "editorials" are broadcast on a round the clock basis. WPTR has never backed down from an issue it felt was right. It's that kind of an independent—independent! In another area, too, it's unique. Last year WPTR received the "National Headline Club Award" for outstanding public service.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS

ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

Radio's public image aids ad effectiveness

Advertisers and agencies "are quite conscious of the atmosphere and background in which their commercial messages are delivered to the public," Robert F. Hurleigh, MBS president, said in advocating development of strong service images by broadcast stations.

Addressing the Washington Ad Club May 17, Mr. Hurleigh summarized results of a mutual survey of its 450 affiliates. He said the most revealing results of the survey centered on the importance of a station's community image to the effectiveness of advertising messages.

The MBS proposal that FCC issue "a set of minimal standards" for licensees was repeated by Mr. Hurleigh. He made the suggestion at the FCC's hearings on its regulatory powers.

Noting MBS was observing the third anniversary of its new public service type of network operation, he said stations have welcomed the broadened presentation of news, special events, special interest, service and major sports concept. These are types of programs the stations cannot do as well or as economically, he said.

Mr. Hurleigh said Americans are keenly aware of world and national affairs, with a whetted thirst for knowledge which radio can meet because of its flexibility and immediacy. He said

A slice of advertising's image

McCall's Magazine, which has bought a half-hour segment of David Susskind's *Open End* show on WNTA-TV New York (Sun. 10 p.m.-conclusion), is devoting its commercial time to a series of messages about the role of the advertising profession in the American economy as expressed by different agency executives each week. Guest speakers are introduced by Arthur B. Langlie, president of McCall Corp.

William B. Lewis, president of Kenyon & Eckhardt Inc., opened the image-building series on May 8. He offered three reasons "why advertising earns more notoriety for its few sins than acclaim for its many virtues: (1) Even some perfectly honest advertisers have not yet learned that . . . they are guests in the viewers' homes and must conduct themselves with exceptionally good taste; (2) it's the very few dishonest advertisers who color the public's view of us all, and (3) advertising people have been so preoccupied with advancing other people's products and services that they have had little time to talk about their own."

On May 15, during the *Open End* interview with Vice President Richard Nixon, *McCall's* called upon John B. Cunningham, board chairman of Cunningham & Walsh and George Gribbin, president of Young & Rubicam. Mr. Cunningham spoke of advertising's value in terms of what life would be like without it. He pointed out that not only would knowledge of new products be extremely late in reaching consumers, and that their cost would be much greater, but also that many factories would have to close down because "advertising wasn't telling people every day about the things the factories were putting out."

Mr. Gribbin said it's true that "advertising does sell people things they don't need." Quoting a Young & Rubicam advertisement which won an Arthur Kudner award for excellence in creative writing for institutional advertising, Mr. Gribbin said: "All people really need is a cave, a piece of meat, and possibly, a fire." It's the products sold through advertising that "enhance life to whatever degree they can," he said. But, he added, "advertising has never been able to sustain the sale of shoddy goods or bad ideas" because the public has "too much common sense to be fooled."

McCall's also sponsored the complete Nixon session on WTTG (TV) Washington, D.C.

Off and running ■ Ready to fire questions, David Susskind, host of *Open End* on WNTA-TV New York, and Vice President Richard M. Nixon are pictured above at the start of their marathon conversation on foreign and domestic issues. The newsmaking talk began at 10 p.m. May 15 and concluded 3 hours and 45 minutes later, when they as well as viewers were ready to call it a night. WTTG (TV) Washington, D.C., and WHCT (TV) Hartford carried simultaneously the live, unrehearsed telecast. More than 15 other tv stations accepted WNTA-TV's offer of supplying tapes at a nominal fee for unsponsored, public service presentation. Many of the stations planned to simulcast the program as WNTA-AM-FM do in New York.

"I WISH WAST HAD TWICE AS MANY WARNER BROS. FEATURES!"

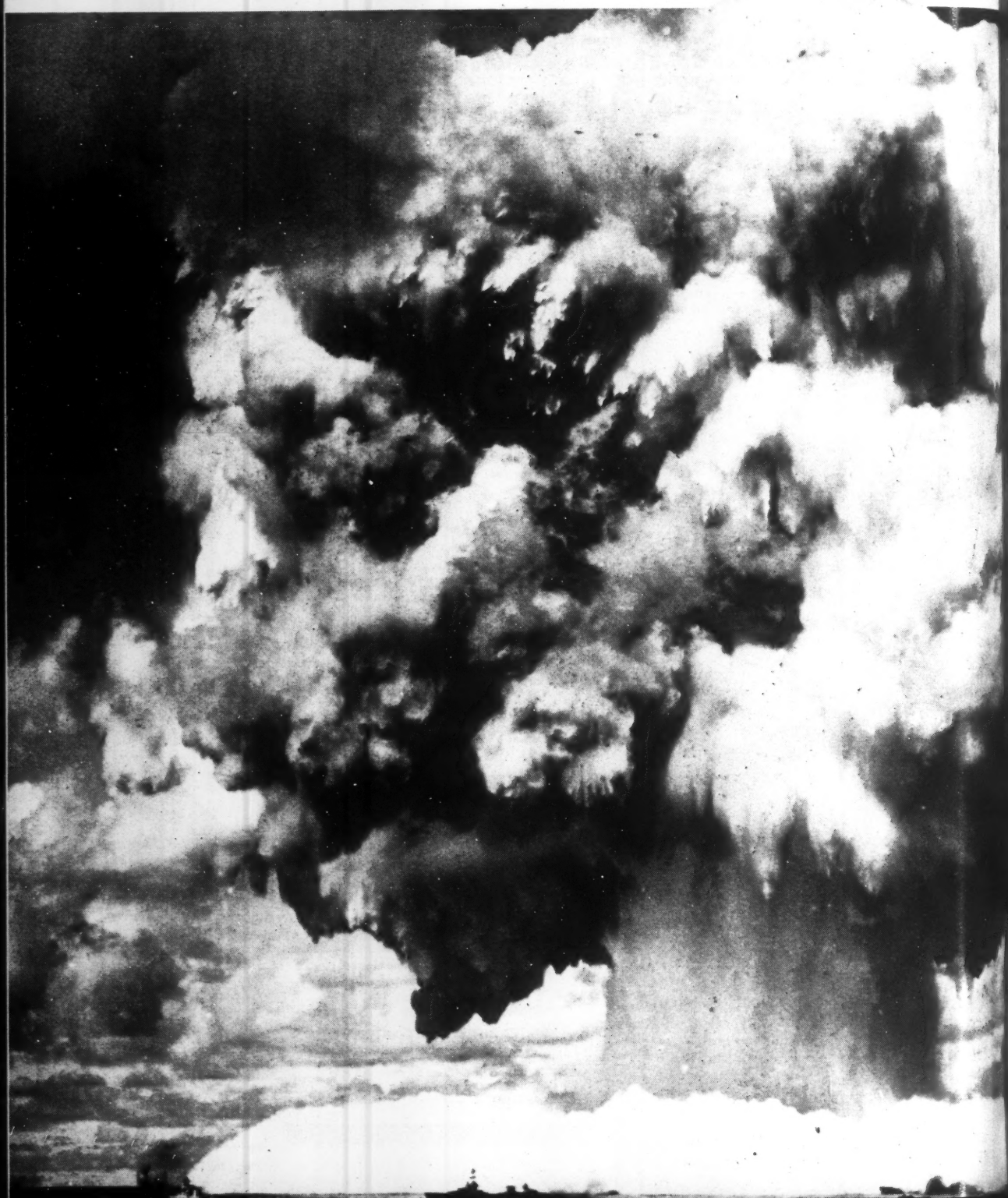
so says William Riple, General Manager of the popular Albany, New York, station. He's so delighted with the audience and sponsor reaction, he wishes he could buy another 750. For these Warner Bros. features make up the bulk of **WAST**'s successful movie programs. "Starlight Showcase," for example, steadily reaches more homes than Jack Paar in Albany, according to latest Nielsen figures. **You can't have too many feature films, when they produce this kind of result.**

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MUrray Hill 7-7800
CHICAGO 75 E. Wacker Dr., DEarborn 2-2030
DALLAS 1511 Bryan St., Riverside 7-8553
LOS ANGELES 400 S. Beverly Drive, CRestview 6-5886

PEACE *the most challenging*



ing problem of our times!

In Chicago, TV Station WBKB is investigating the problems of peace in our age by presenting a public service series, **PEACE REPORT,** which explores this vital issue in depth. Each of five separate two-hour reports brings together some of the finest minds of our time, each examines a different aspect of peace. **PEACE REPORT** is not a conventional series. Four hours of the **REPORT** originated from Argonne National Laboratory, where for the first time in history, telecasts were actually powered by nuclear energy. On one program, four of eight living Nobel Peace Prize winners were brought together. On another, twelve of America's leading military experts and prominent industrialists were featured.

WBKB'S **PEACE REPORT** is typical of what many fine TV stations throughout the United States are doing in the public interest. These stations are planning for and programming to a television audience that has come of age, a mature public determined to face today's most significant problem, man's survival.

All five of the reports of this investigation into the issues of peace in our times are being offered by WBKB to the Ford Foundation for distribution. All five are also available to any commercial or educational television station in the United States at no cost. (*Stations to supply their own tapes for dubbing.*) *Address: Program Director, Station WBKB, 190 North State Street, Chicago 1, Illinois.*

REPORT NO. 1—"*The Philosophy of the Atomic Physicist*"—An actual visit to Argonne National Laboratory with on-the-spot commentary by staff members: Moderator: Norman Ross; Guests: Dr. Norman Hilberry, Director of Argonne National Laboratory; Dr. Louis Turner, Deputy Director, Argonne National Laboratory; Dr. William F. Miller, Director of Applied Mathematics Division, Argonne National Laboratoy; Dr. Albert Crewe, Director of Particle Accelerator Division, Argonne National Laboratory; Dr. Harry Auerbach, Associate Statistician, Division of Biological and Medical Research; Dr. Joseph Katz, Senior Chemist, Chemical Division, Argonne National Laboratory.

REPORT NO. 2—"*How Atoms Are Being Made to Work for Peace*"—A program telecast from Argonne National Laboratory exploring peace-time atomic research. Moderator: Norman Ross; Guests: Dr. Norman Hilberry, Dr. Austin Brues, Dr. Harry Auerbach, Dr. Theodore Tahmisian, Dr. John Skok, Dr. Joseph Katz, Miss Gladys Swope, Mr. William Doe, Mr. Joseph Harrer, Dr. Francis Throw, Dr. Albert Crewe, Dr. William Miller, Dr. Rollin Taecker.

REPORT NO. 3—"*The Ethics of Peace*"—Four of eight living Nobel Peace Prize winners examine the relationship of ethics to world conflicts and tensions. Moderator: Norman Ross; Guests: Rt. Hon. Philip Noel-Baker, British M. P., Nobel Peace Prize—1959 (Disarmament); Lester B. Pearson, Leader of Canada's Liberal Party, Nobel Peace Prize—1957 (Efforts toward minimizing international conflicts); Lord John Boyd-Orr, Nobel Laureate for 1949 (For service as first director of United Nations Food and Agriculture Organizations); Sir Norman Angell, writer, Nobel Peace Prize—1933 (Authored commentary on topic of war). Also: Harry Bullis, Chairman, Board of Directors, World Brotherhood, Incorporated; Hon. Albert De Smaele, President of Central Economic Council of Belgium.

REPORT NO. 4—"*How the Military and Industrialists Seek Peace*" (Part I)—Moderator: Norman Ross; Guests; Major General Leighton I. Davis, Assistant Deputy Chief of Staff, Development, U. S. Air Force; Vice Admiral John T. Hayward, Deputy Chief of Naval Operation for Research and Development; William C. Sullivan, Chief of Research Section, Domestic Intelligence for the Federal Bureau of Investigation; Lieutenant General Arthur G. Trudeau, Chief of Research and Development, U. S. Army; Frank R. Barnett, Director of Research, The Richardson Foundation, Inc.; Gerhart Niemeyer, expert on Communist Philosophy, Professor of Political Science, Notre Dame University.

REPORT NO. 5—"*How the Military and Industrialists Seek Peace*" (Part II)—Moderator: Norman Ross; Guests: Thomas G. Lanphier, Jr., former Vice President, Convair Division, General Dynamics Corporation; Rear Admiral Chester Ward, Judge Advocate General, U. S. Navy; Dr. Martin Blank, distinguished German political scientist; Dr. William Davis, Director of Research, Huyck Corporation, and former Chief of Scientific Research, U. S. Air Force; Jack L. Camp, Head of Foreign Operations, International Harvester Corporation; Frank R. Barnett, expert on Russian affairs and psychological warfare.

WBKB CHICAGO Channel 7

Owned and operated by American Broadcasting—Paramount Theatres, Inc.

MBS programs 36 five-minute newscasts per day, part of the network's "Operation Newsbeat" by which news is presented in the actual voices of those making the news or directly from the scene where the news-break is occurring. He said an MBS broadcast of a Kennedy-Humphrey debate in West Virginia was widely accepted by affiliates along with a followup featuring two administration spokesmen answering comments and charges made during the debate. He felt the incident shows affiliates are firmly convinced "radio station broadcasting goes far beyond the old concepts of providing entertainment primarily."

Chicago Ad Club honors best spots

Blue chip national, regional and local clients and their agencies have been honored by the Chicago Federated Adv. Club for the best radio-tv commercials in its 1960 advertising awards competition.

Wesley I. Nunn, retiring advertising manager of Standard Oil Co. of Indiana, was honored by CFAC with its "Advertising Man of the Year" award.

The winners in broadcast and other media, announced at CFAC's 18th annual awards dinner Wednesday (May 18), were cited for "best" locally-produced advertising between April 1, 1959, and March 31, 1960.

Among national accounts and agencies cited: (radio) Philip Morris & Leo Burnett Co.; General Foods Corp. (Perkins Div.) and Foote, Cone and Belding; International Harvester Co. and Aubrey, Finlay, Marley & Hodgson; (television) Grocery Store Products (Foulds Div.) and Clinton E. Frank; Kraft Foods Co. Div. of National Dairy Products, S. C. Johnson & Son and Hallmark Cards, Foote, Cone & Belding; Procter & Gamble Co. and Tatham-Laird; Kellogg Co. and Pillsbury Co., both Leo Burnett, and Massey-Ferguson and Needham, Louis & Brorby.

Among regional accounts, Oklahoma Oil Co. (NL&B) and Clark Oil & Refining Corp. (Tatham-Laird) also won honors in the radio classification.

Awards also were presented in the categories of general consumer magazines, industrial and business magazines, farm publications, newspapers, outdoor and transportation, direct mail and point-of-purchase. Complete list of radio-tv citations follows:

RADIO COMMERCIALS

Product/service (20 seconds): First National Bank of Chicago and Foote, Cone & Belding. (30 seconds—jingle): Oklahoma Oil Co. and Needham, Louis & Brorby. (60 seconds): Philip Morris and Leo Burnett. Honorable mention: General Foods Corp., Perkins Div. and Foote, Cone & Belding; International Harvester Co. and Aubrey, Finlay, Marley & Hodgson. Special award for entire campaign: Clark Oil & Refining Corp. and Tatham-Laird.

TELEVISION COMMERCIALS

Product/service (10 seconds): Grocery Store Products—Foulds Div. and Clinton E. Frank. (20 seconds): Chicago Daily News and BBDO. (30 seconds): Kraft Foods Co., Div. of National Dairy Products Co. and Foote, Cone & Belding. (60 seconds): S. C. Johnson & Son and Foote, Cone & Belding. Honorable mentions: Proctor & Gamble Co. and Tatham-Laird; Montgomery Ward and Fred A. Niles Productions. (90 seconds—live): Hallmark Cards and Foote, Cone & Belding.

Corporate image (60 seconds): Kellogg Co. and Leo Burnett. Honorable mentions; Pillsbury Co. and Leo Burnett; Massey-Ferguson and Needham, Louis & Brorby.

Business briefly

Time sales

Tv warm-up ■ Philco Corp., Phila., will sponsor a half-hour Ingemar Johansson-Floyd Patterson pre-fight telecast over ABC-TV from 10 to 10:30 p.m. EDT, on June 19, the eve of the heavyweight championship boxing match. The program, which will feature interviews with the fighters and films of their fight a year ago, will be produced by TelePrompTer Corp. The same company will produce an hour-long closed-circuit program immediately preceding the fight for some 25,000 Philco distributors, dealers and associate representatives, who will attend private or theatre showings of TelePrompTer's closed-circuit fight telecast on June 20.

Camping with Campbell ■ NBC-TV's *World Wide 60* documentary on July 30 (Sat. 9:30-10:30 p.m. EDT) will be sponsored in full by the Campbell Soup Co., Camden, N.J. With Herb Shriner as host and narrator, the documentary is a salute to the 50th anniversary of the Boy Scouts of America and will tell the story of the boys who will participate in the Annual Boy Scout Jamboree at Colorado Springs, Colo., July 22-28. Agency: BBDO, N.Y.

Sports Camerer ■ Liggett and Myers for Chesterfield, co-sponsors new CBS Radio weekend sports spots featuring veteran reporter Dave Camerer. The five-minute roundups, *Camerer on Sports*, are broadcast five times each on Saturdays and Sundays.

Carling on third ■ Carling Brewing Co., Cleveland, will sponsor Phil Silvers' third musical comedy special of the season June 30 on CBS-TV (Thur. 10-11 p.m. EDT). Titled *Summer in New York*, the original revue, conceived and written by Nat Hiken, will star Mr. Silvers as a Manhattan man-about-town who vacations at home. Carol Lawrence will be special guest. Carling's agencies: Benton & Bowles, N.Y., and Lang, Fisher & Stashower, Cleveland.

Oil Change ■ The nation's oldest continuous newscast, *Richfield Reporter*, now in its 29th year as a 10-10:15 p.m. (PDT) nightly broadcast on a Pacific Coast regional network, is changing its format as of July 1. On that date the program goes from network to spot, from late evening to traffic time, from 15 minutes once a day to five minutes twice daily, at 7:30-7:35 a.m. and 5:30-5:35 p.m. Also, John Wald, voice of Richfield for the past 23 years, will be replaced by local announcers at the 21 stations in principal western cities already lined up for the new-style *Richfield Reporter*, with more to be added, according to Hixson & Jorgensen, L.A., agency for Richfield Oil Corp.

Agency appointments

■ U.S. Army Recruiting Service, Army Reserve and ROTC Affairs, Dept. of the Army re-appoints Dancer-Fitzgerald-Sample, N.Y., as its advertising agency. The new contract, effective July 1, will be for one year with two renewable options of one year each.

■ Carling Brewing Co., Cleveland, Ohio, appoints Edward H. Weiss & Co., Chicago, to handle advertising for its Black Label beer in five-state midwest area, effective May 1. Weiss already handles brewery's Stag beer account.

■ Delco Appliance Div. of General Motors Corp., Rochester, appoints D.P. Brother & Co., Detroit, as its national agency. Delco manufactures a full line of residential heating and air-conditioning equipment and is a major supplier of electric motors to the automotive industry.

■ Nissan Motor Co. Ltd., Tokyo, Japan, appoints Gordon Best Co., Chicago, to handle national advertising for its Datsun automobile in the U.S.

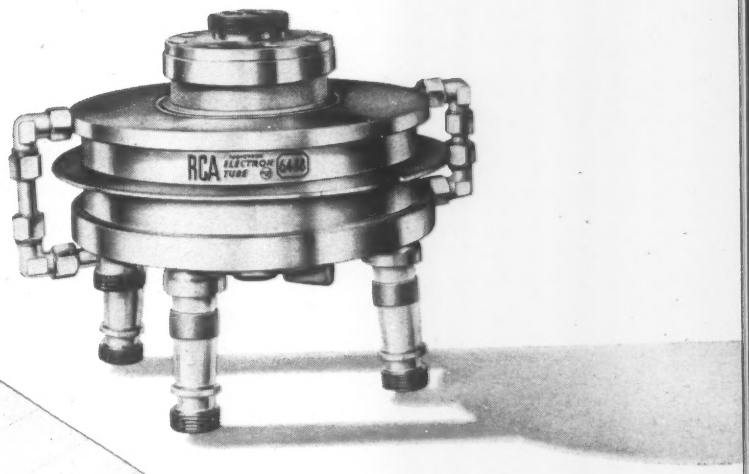
■ Helene Pessl Inc., N.Y., maker of "Little Lady" children's toiletries, appoints Lawrence C. Gumbinner Adv. Agency, N.Y., to handle all advertising. The recently acquired subsidiary of Bourjois Inc. plans use of tv for Christmas campaigns. Florence St. George is account supervisor.

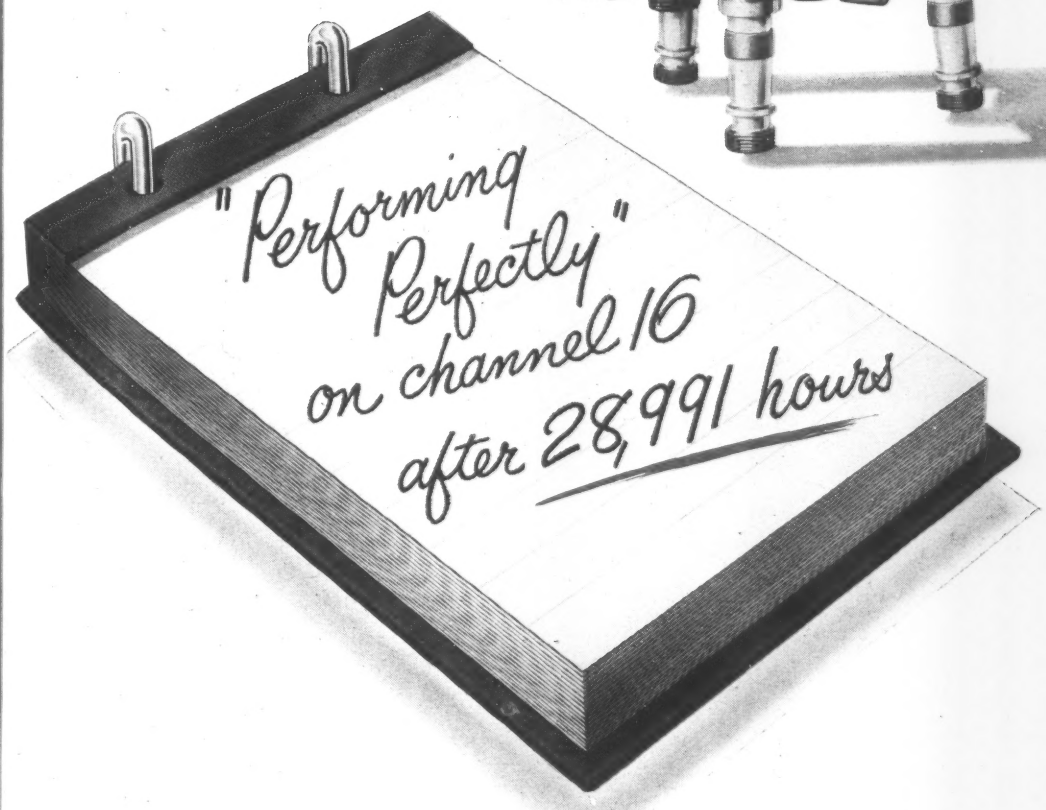
■ Education Funds Inc., new subsidiary of Household Finance Corp., Chicago, appoints Needham, Louis & Brorby, that city, to handle advertising for its consumer education financing plan. The agency has handled parent HFC account since 1951.

He's not her agent

Morty Becker is a partner in the law firm of Becker & London, New York, counsel and tax adviser to commercial performer Joyce Gordon. He is not Miss Gordon's agent as reported in BROADCASTING's May 16 feature on Miss Gordon. Miss Gordon's manager is Carl Eastman.

CHIEF ENGINEER'S REPORT ON RCA-6448





Here is what Chief Engineer Bazil O'Hagan of WNDU-TV at Notre Dame reports about his RCA-6448:

"I am extremely pleased to advise you that an RCA-6448, Serial No. Y704, is performing perfectly in our Channel 16 transmitter even though it presently has an accumulated useage of 28,991 hours. Congratulations on a super designing and manufacturing job."

Such extreme longevity is, of course, outstanding. It means, for example, that Mr. O'Hagan and his staff were careful to observe good engineering practice in operating this tube. Many broadcasters are discovering that similar care of their RCA-6448's will often result in extended service far beyond normal tube life expectancy. And that, in turn, means savings all down the line.

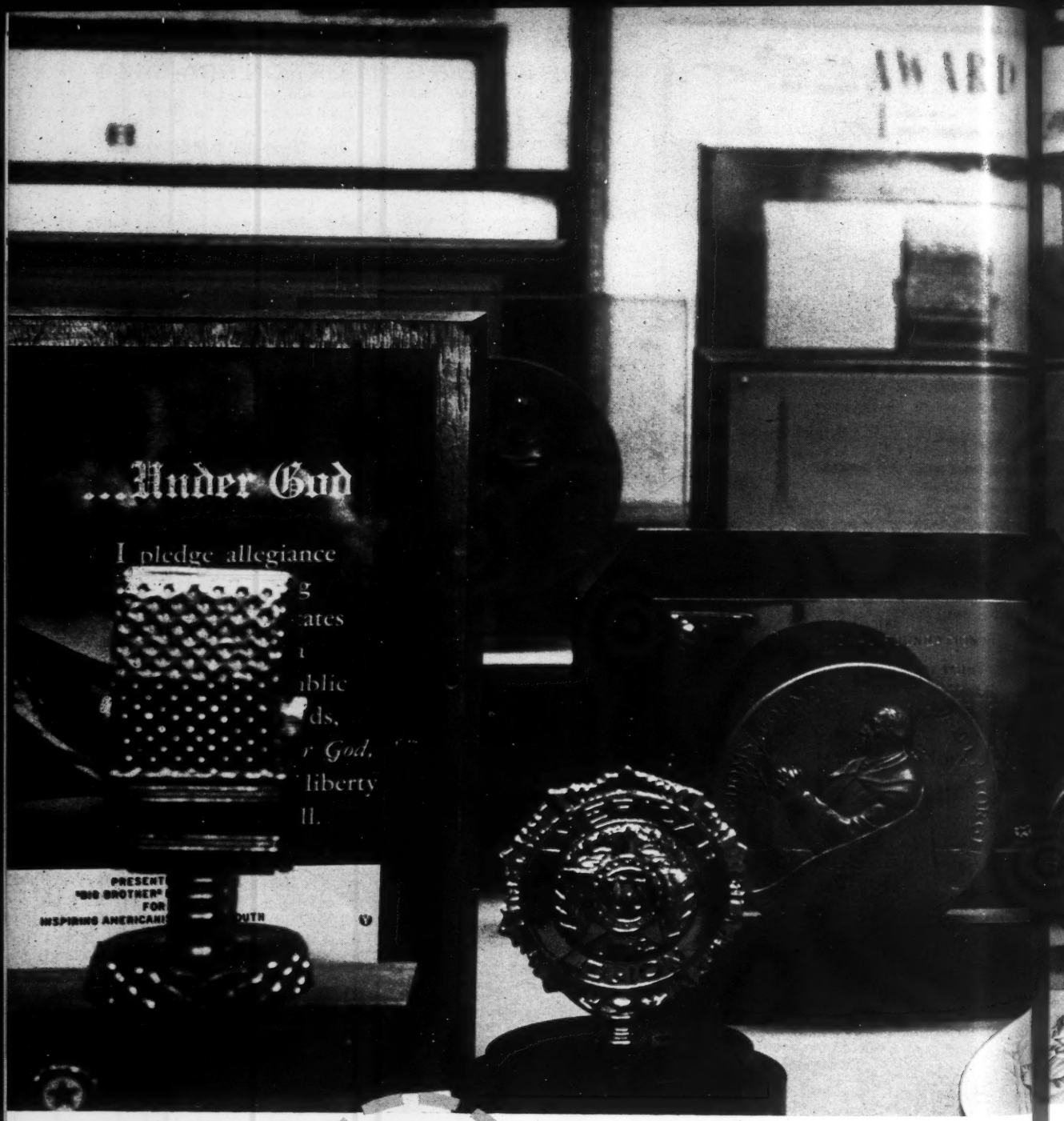
Get in touch with your RCA Distributor of broadcast tubes for prompt service on all your tube needs. He's stocked with the best—RCA tubes.

RCA Electron Tube Division, Harrison, N. J.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA



SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

MOST

of all Boston TV stations

AWARDS

And look at these other facts about WBZ-TV! ■ Most local air personalities – more than any other Boston TV station. ■ Most national advertisers of any Boston TV station – 193 compared to 148 for the second-place station. ■ Most newscasts of any Boston TV station. ■ Public service programming – 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.* ■ *That's why in Boston, no TV spot campaign is complete without the WBC station –*

*ARB

WBZ-TV
BOSTON
Represented by
Television Advertising
Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RAB HAS A FIVE YEAR PLAN

Calls for expanding services and income

A five-year plan for expanding Radio Advertising Bureau's services and doubling its income—from $1.1 million this year to $2.2 million in 1965—was approved by the RAB board last Wednesday (May 18) at its semi-annual meeting, in New York.

A new department will be formed to develop new services which the board expects will yield an additional $650,000 a year by 1965. It is to be called the RAB Development Dept. and will deal with services which are not necessarily needed by all RAB members but have enough value to justify making them available on request at out-of-pocket cost. The approximately $500,000 remaining in the budget-increase target would come from dues from new members. Total membership is expected to climb from the present 1,200 to 1,900 in five years.

One of the new supplementary services that might be offered under the development plan is a school for radio salesmen. RAB conducted such a school two years ago "and learned enough about it to know generally what ought to be taught . . . what it would cost and how much time of personnel it would take to run a school," according to RAB President Kevin B. Sweeney. "Under our plan to expand supplementary services, we would offer the school to members who want it and are willing to pay for it on a self-liquidating basis. In that way, members who do not wish to send a salesman to the school are not required to, in effect, pay for benefits received by someone else."

New Services ■ Other new supplementary services being considered included direct-mail campaigns tailor-made for stations, tailor-made slide presentations for stations, and comprehensive sales plans for specific events. In addition, several existing supplementary services will be assigned to the new development unit, including the annual regional management conferences, the project in which outstanding commercials from specific product categories are gathered on tape, and acquisition of radio sets and other equipment for members.

President Sweeney outlined the expansion plans and also sketched expansions already in progress in existing services. He announced that 12 presentations aimed at important national advertiser categories—including brewing, bread, tires, candy and airlines—have been or soon will be completed. In addition, he said, RAB has launched a series of 12 presentations to specific retailer groups including hardware stores, movie theatres, laundries, television repair stores and boat dealers.

Other reports:

■ Two-day regional management conferences will be held in eight parts of the country again this year, starting Sept. 12.

■ The new supplementary station-management information service has been doubled in scope before it starts. Two monthly reports-in-depth on major station-mangement subjects will be issued instead of one, starting July 1.

■ RAB's new "proposal" system, under which the bureau recommends specific campaigns to prospects, has resulted in requests for such recommendations for 40% of the advertisers called upon. One recent proposal called for an expenditure of more than $7 million in radio.

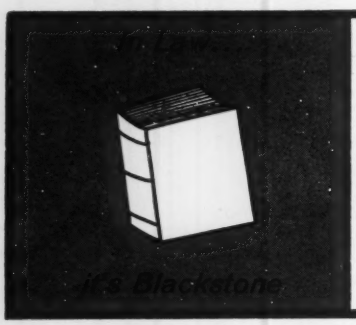
■ Attendance at RAB's annual area sales clinics this year is running at an all-time high, with 1,550 salesmen and sales managers from more than 600 stations expected to have participated by the time the clinics wind up this month.

Allen M. Woodall of WDAK Columbus, Ga., RAB board chairman, presided over the meeting.

Chicago broadcasters wage access battle

Illinois Div. of American Civil Liberties Union has thrown its support behind Chicago broadcasters in their fight for the right to cover city council proceedings. The endorsement was contained in a letter to Chicago Mayor Richard J. Daley and Alderman Harry Sain, chairman of the council's rules committee. ACLU asserted that, under public policy of state statutes, there should be "no meaningful" distinction between electronic and print media. By entering the controversy, the organization indicated it felt civil liberties were being infringed by discrimination against radio-tv and that the council's ban deprived people of their "right to know."

ACLU took no position on the constitutional guarantees of freedom of the press but pegged its action on Illinois laws as they affect legislative pro-



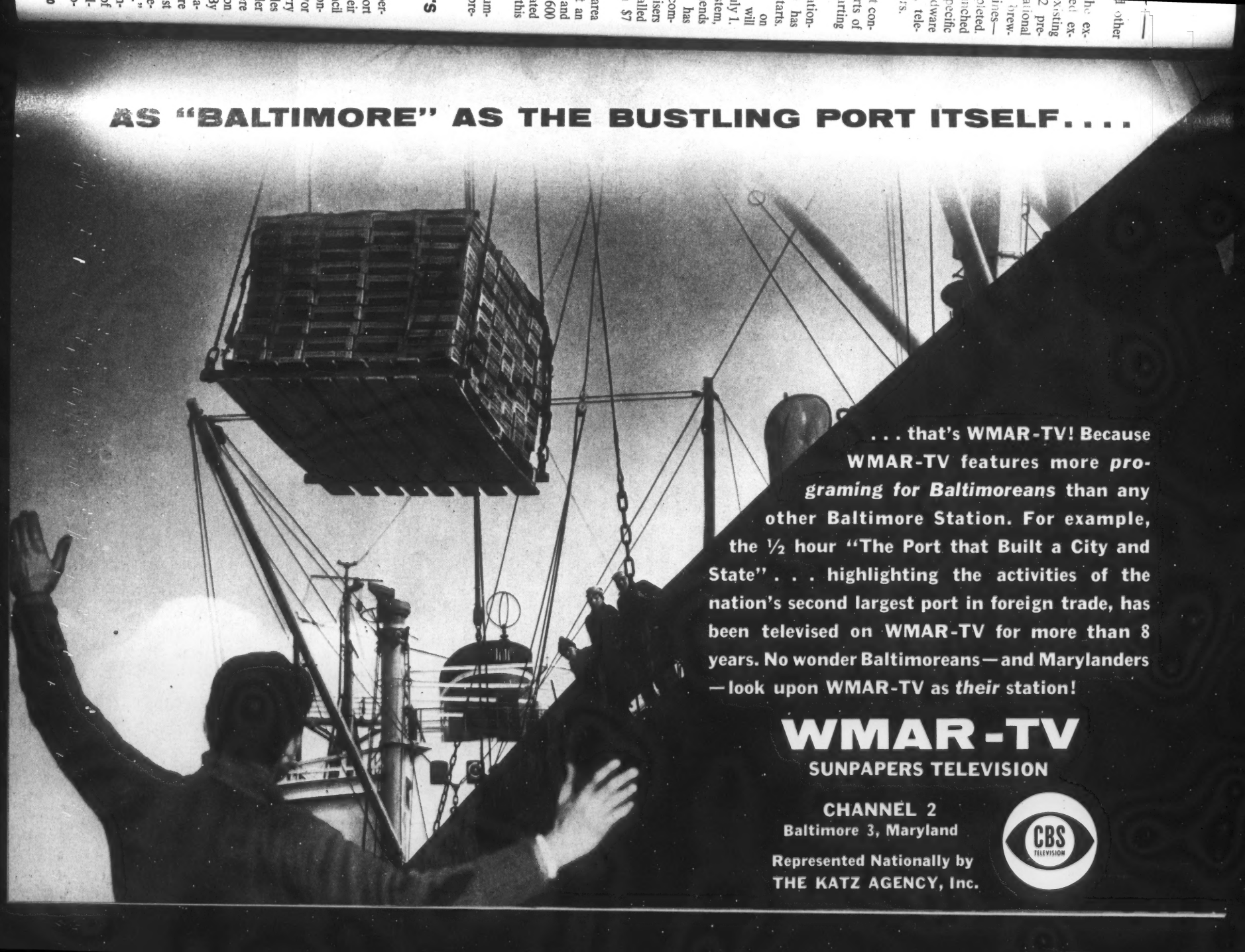
in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. BROADCASTING YEARBOOK is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1960 BROADCASTING YEARBOOK—out in September—will give some 18,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, BROADCASTING YEARBOOK is the place to testify on your own behalf. Witness the deadlines: July 1 for proofs; July 15, final. Call or wire collect to reserve space!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.


AS "BALTIMORE" AS THE BUSTLING PORT ITSELF....
. . . that's WMAR-TV! Because WMAR-TV features more *programing for Baltimoreans* than any other Baltimore Station. For example, the ½ hour "The Port that Built a City and State" . . . highlighting the activities of the nation's second largest port in foreign trade, has been televised on WMAR-TV for more than 8 years. No wonder Baltimoreans—and Marylanders—look upon WMAR-TV as *their* station!
WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2
Baltimore 3, Maryland
Represented Nationally by
THE KATZ AGENCY, Inc.
CBS TELEVISION

Thumbs down

Voters at Scottsbluff, Neb.,—scene of heavy pro and con catv pressures in recent months—turned down two requests for community antenna franchises at a special election two weeks ago.

Between 1,700 and 1,800 voters said no to both applications for catv, while between 500 and 700 citizens voted yes.

Choice was between Scottsbluff County Tv, a regular catv group, and People's Choice Tv Inc., formed by Frontier Broadcasting Co. (which owns ch. 10 KSTF [TV] Scottsbluff). The latter offered catv service without duplication of KSTF programs.

The vote on May 10 was 522 in favor of Scottsbluff County Tv and 1,772 opposed, and 763 in favor of People's Choice with 1,814 opposed.

During the pre-election campaigning on this issue, Scottsbluff municipal officials received formal communications from both CBS and NBC explaining their positions on the subject of cable companies (BROADCASTING, April 11, March 28).

ceedings. Under such statutes, ACLU contended, radio and tv should have equal access to council proceedings. It reiterated its position that such proceedings of all government bodies should be open to all newsmen.

Meanwhile, Chicago broadcasters (station managers and news directors) have obtained an indefinite postponement of a second hearing by the council's rules committee in their battle to remove the radio-tv ban. They met informally with committee members and received additional time to consider separate proposal of Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago. He had offered the station's facilities for a weekly or periodic telecast of council proceedings as a public service experiment. Spokesmen of other stations complained it had no bearing on gaining access to proceedings for spot news purposes (BROADCASTING, May 2).

City-State Suit ■ A suit filed by the State's Attorney's Office of Cook County in Illinois was heard in Chicago Circuit Court Tuesday (May 17), with Judge Cornelius Harrington presiding. He heard arguments on *Mandamus* action brought by State's Atty. Benjamin Adamowski, who charged the council has violated the 1st and 14th amendments of the Constitution and Illinois state statutes by refusing to permit recording and sound newsreel coverage of its proceedings. He had asked the court to issue a writ of *Mandamus* against Chicago's Mayor Daley and city hall aldermen, all cited in his complaint.

According to the state's attorney, they are reluctant to appear "inept, ludicrous, stupid or whatsoever" to their constituents. He and the Daley administration have continually been at political loggerheads.

Chicago broadcasters have awaited outcome of state's attorney suit against the council, before their hearing by the council's rules committee. They also want to see whether ABC's WBKB (TV) will deliver on promise and tape record entire council proceedings (without editing) for weekend showing.

NAB technical bible now off the press

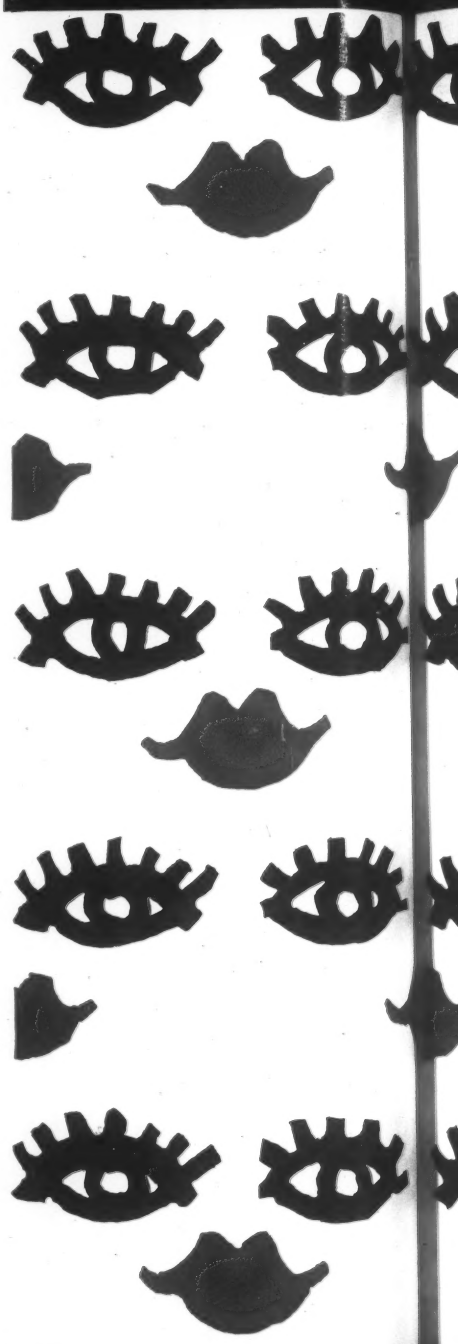
Seven years of planning culminated last week in publication of the fifth edition of NAB's *Engineering Handbook*, a 1,664-page compilation of latest technical information on broadcast engineering. A. Prose Walker, NAB engineering manager and handbook editor-in-chief, said first copies were mailed last week to radio and tv members of the association.

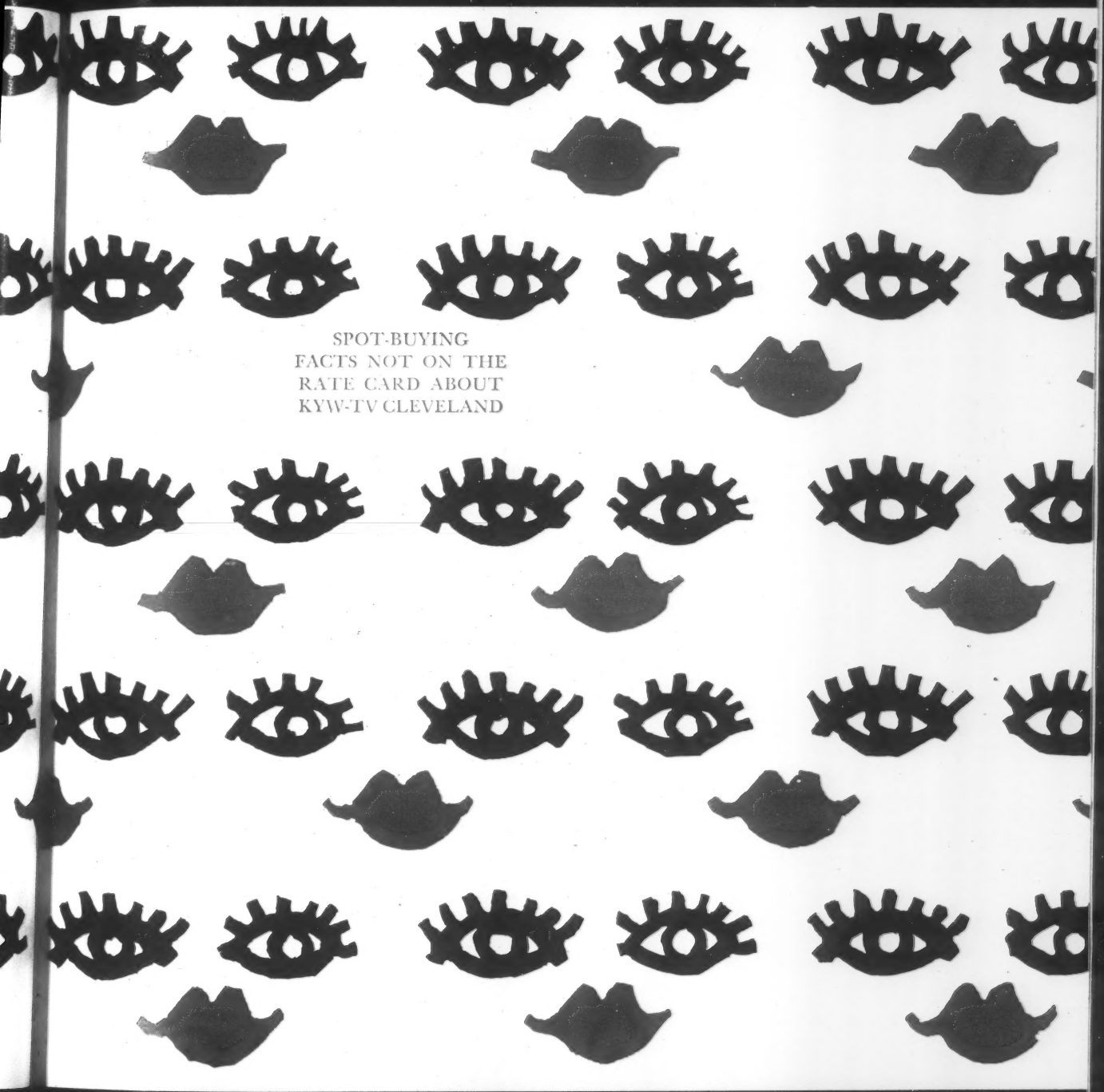
Published by McGraw-Hill, the book retails at $27.50 per copy. Member stations receive a free copy; stations joining after June 2 may order a copy at $16.50. Copies for the public will be available Aug. 1.

Actual compiling, writing and editing of the book took over three years, Mr. Walker said, a process that was preceded by four years of preliminary work. The text includes contributions from 47 engineers and a foreword by W.L. Everitt, dean of engineering, U. of Illinois.

Nine general sections and 58 chapters are augmented by 29 sets of charts and graphs, with a total of 1,306 illustrations. Most of the material is completely new, according to Mr. Walker. A few chapters carried over from the last edition in 1949 were brought up to date. Material on guyed and self-supporting towers, cost estimating, video-tape recording and special effects has never before been presented in any publication, he said.

Contents include latest developments in transistors, tv translators and boosters, remote control, directional antennas, automatic logging, am compatible single sideband, stereo field-strength measurement, color tv, studio lighting, film handling, Conelrad, facsimile and hundreds of other technical topics. The book is a reference source for FCC rules, NAB standards and material provided by other industry associations.





Most Women Viewers of All Cleveland TV Stations

And that's not all! Most adult viewers of all Cleveland TV stations . . . most local and national advertisers of all Cleveland TV stations, too. That's why, in Cleveland, no TV spot selling campaign is complete without the WBC station . . .

KYW 3 TV NBC Cleveland

Represented by Television Advertising Representatives, Inc.

SEAL OF GOOD PRACTICE TELEVISION'S CODE

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KFJZ-TV Fort Worth, Tex.: Sold by Texas State Network to Nafi Telecasting Inc. for total consideration in the area of $4 million. Nafl owns KCOP (TV) Los Angeles, and KPTV (TV) Portland, Ore. It also owns KXYZ Houston, Tex. Texas State Network owns KFJZ-AM-FM Fort Worth, KFDA Amarillo and KRIO McAllen, all Texas. KFJZ-TV, on ch. 11, began operating in 1955. Transaction was handled by R.C. Crisler & Co.

■ KIUP Durango, Colo.: Sold by R.E. (Pat) O'Brien and associates to Ralph L. Atlass, former general manager of WIND Chicago and now with Am Radio Sales, Chicago, for $330,000. Mr. O'Brien will remain as general manager of KIUP. Station is on 930 kc with 5 kw daytime and 1 kw night. Transaction was handled by Edwin Tornberg & Co.

■ KCVR Lodi, Calif.: Sold by Lloyd Burlingham to Floyd Farr, George M. Mardikian and George B. Snell for $157,500. Mr. Mardikian is owner of famous Omar Khayyam's restaurant in San Francisco. The group owns KEEN San Jose, Calif. KCVR operates on 1570 kc with 1 kw daytime. Broker was Edwin Tornberg & Co.

■ WADK Newport, R.I.: Sold by Milton E. Mitler to Arnold Lerner and Myer Feldman for $136,000 ($100,000 plus $36,000 not to compete). Mr. Feldman, a Washington attorney, owns KLAD Klamath Falls, Ore. Both Mr. Lerner and Mr. Feldman at one time were part owners of KOMA Oklahoma City and of KITO San Bernardino, Calif. Mr. Mitler retains ownership of WYNG Warwick, R.I. Daytimer WADK is on 1540 kc with 1 kw. Broker was Blackburn & Co.

■ WBBN Perry, Ga.: Sold by Al H. Evans and associates to Howard Gilreath for $57,000. Mr. Gilreath has controlling interest in WCLA Claxton, Ga. WBBN operates on 980 kc with 500 w, daytime. Broker was Paul H. Chapman Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 100).*

■ KYNT Yankton, S.C.: Sold by Yankton Broadcasting Co. (William M. Smith, president) to equal partners Leon T. Scoblic and Lloyd G. Reedstrom for $179,400. Messrs. Scoblic and Reedstrom are in the office equipment business.

■ WSHE Raleigh, N.C.: Sold by John C. Green Jr. and associates to Raleigh Broadcasting Corp. for $166,500 plus employment of Mr. Green as consultant for two years at $6,000 per year. Raleigh is headed by Louis P. Heyman, an employe of Schenley Industries.

■ WFBS Fort Walton Beach, Fla.: Sold by H. French Brown Sr. and associates to Smith Radio Inc. for $100,000. Smith Radio is controlled by M.D. Smith III, 98% owner of WJIG Tullahoma, Tenn.

KPFK (FM) listeners told 'help — or else'

KPFK (FM) Los Angeles, listener-supported non-commercial station, must raise $25,000 immediately or go off the air, Catherine Cory, manager, has notified present $12-a-year subscribers.

"We have $15,000 in unpaid, pressing bills," she wrote May 15. "And, a summer expectancy of going $10,000 more into the red. (With continuous hard work we will average 500 new subscribers and $5,000 each month—which will pay for half of the month's costs.)"

Stating that $3,000 will come from a benefit concert and lecture in June, "if they are well attended," Miss Cory goes on: "We will have to depend on our listeners for the rest.

"$25,000 is needed immediately if we are to start our second broadcast year on July 26th. Otherwise, we will have to leave the air in Southern California. [Pacifica foundation, licensee of KPFK, also operates KPFA (FM) Berkeley, Calif.] This is the month of decision."

Radio weather is tops

Virtually everybody turns to radio for talk about the weather. Radio Advertising Bureau commissioned a Fact Finders Assoc. survey and found that in all U.S. time zones more people rely on radio for weather news than all other daily news media combined. RAB cites these comparisons in response to a question about the source of weather news: radio's superiority over newspapers was nearly nine to one in the Central zone and virtually 11 to one in the Mountain zone. Radio beat tv more than three to one in the East and more than two to one in the Pacific zone.

FLORIDA ***$175,000***

Fulltimer in good secondary market. Profitable. Good real estate. 29% down.

FLORIDA ***$52,500***

Single station market. Daytimer. Needs owner-operator. Can handle for only $18,000 cash.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

$250,000 fire hits WSPA-AM-TV studios

Studios and offices of WSPA-AM-TV Spartanburg, S.C., were completely gutted by fire early Monday morning (May 16) with damages in excess of $250,000.

Walter J. Brown, president and general manager, reported that the fire which apparently began in air conditioning equipment, did not deter the stations from maintaining service from the tv transmitter and temporary radio studios downtown. "Not an hour of time was lost," Mr. Brown said.

WBTV (TV) Charlotte and WFBC-TV Greenville promptly dispatched their mobile units to Spartanburg. Cameras, a film chain and other equipment were rushed to the station from RCA, Camden, the next day.

All equipment in the downtown studio was ruined. Loss included two tv cameras valued at $20,000 each, an $8,000 camera, 11 tv tubes, valued at $1,200 each, and 10,000 recordings and radio transcriptions. Tape recording machines and office equipment were melted. Mr. Brown said "We had all new RCA equipment in the studios. This accounts for a large portion of the loss."

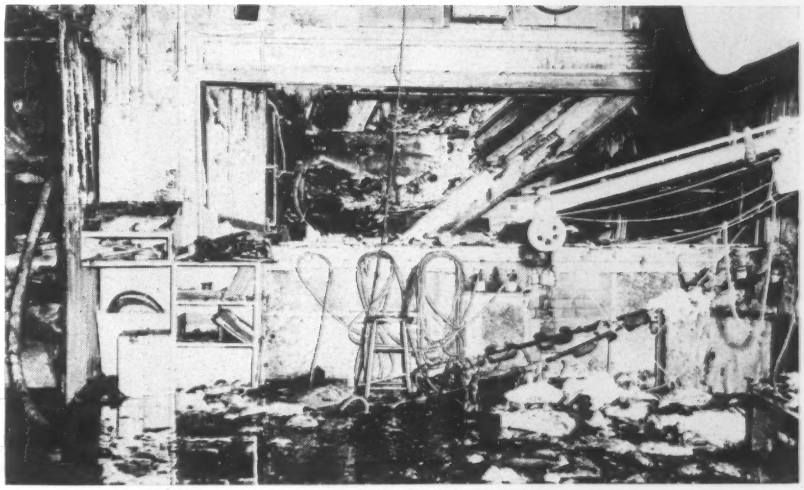
Mr. Brown said that while some local programming was lost, news and weather reports continued locally during the early hours of the blaze. He said the company would begin immediately to consider plans for an entirely new radio-tv building. He said most of the loss is covered by insurance.

S.D. Bcstrs. oppose any Conelrad change

Resolutions opposing stricter tolerances of the Conelrad alert system as proposed by the FCC and commending the National Assn. of Broadcasters for suggested expansion of its radio standards of good practice were adopted at the South Dakota Broadcasters Assn.'s meeting in Rapid City May 13-15.

SDBA member felt the FCC's proposed Conelrad action would not improve the emergency alert system but merely increase stations' operating costs.

The South Dakota State Industry Advisory Committee joined the state association in opposing the FCC's rulemaking requiring installation of automatic attention-getter Conelrad equipment at the individual station's expense. The new rules would not improve the two chief functions of Conelrad and the only advantage would be that the public could get home receivers which have not yet been designed or manufactured, SIAC said. Comments of the rulemaking are due June 13.



WHAT REMAINS OF WSPA-AM-TV's STUDIOS

Approximately 40 SDBA delegates attended the two-day meeting electing new officers during the business sessions (see FATES & FORTUNES page 94). Main speakers were John S. Meagher, NAB radio vice president, and Odin Ramsland, general manager of KDAL-AM-TV Duluth, Minn. Payola, sponsorship identification, government legislation and political broadcasting were among topics explored.

Mr. Ramsland, NAB district director, urged SDBA members to make themselves better known editorially to their legislators and communities, taking more active roles in civic affairs. He felt broadcasters can meet the challenge of congressional scrutiny by self-regulation and zealous subscription to a code of ethics that puts them above reproach.

Mr. Meagher said that if stations can be ordered to give prime time to political candidates, nothing can stop the government from controlling newspaper content as well. Donald D. Sullivan, WNAX Yankton, reported most stations probably will carry a scheduled debate between Sen. Karl Mundt (R) and Rep. George McGovern (D), though he felt it was strictly a "local matter."

Legal authorities in Washington, D.C., are currently drafting proposed revisions to the FCC's order involving sponsorship identification and payola, Mr. Meagher reported, predicting piecemeal revisions. He declared the government acted in "undue haste" after quiz show disclosures last year, with resultant circulation of questionnaires on payola practices. He described the form as a "gratuitous insult" to the broadcasting industry.

Max F. Staley, KIJV Huron, was named chairman of a new state fair committee and Bill Johnson, KYNT Yankton, head of a planning group for the annual Voice of Democracy contest.

Iowa group also hits Conelrad proposal

The Iowa Broadcasters Assn., following the lead of other state groups has registered opposition to the FCC's proposed adoption of stricter tolerances for the Conelrad alert system.

Acting on the recommendations of its technical committee, the association adopted a resolution against the proposal, citing cost and other factors for its decision. The suggested modification of the attention signal "would in no manner improve the two chief functions of the Conelrad system," the IBA claimed. The group recommended tolerances which "could be met with equipment normally in use at most stations, with the exception of the automatic tuner which could be purchased for approximately $25."

IBA also adopted resolutions commending the NAB for making the Code of the Standards of Good Practices "available to all broadcasters on an equitable basis" (including non-NAB members) and recognizing the support of state groups for their support of the Voice of Democracy contest.

New Milwaukee fm

WMIL-FM Milwaukee signed on the air May 1 with a dedicatory program featuring Wisconsin's Sens. William Proxmire and Alexander Wiley. The station features primarily a pre-taped music service offered by the organization which furnishes the Muzak wired music program. Sol Radoff, station manager of WMIL, companion station, announces that the fm outlet will carry all Milwaukee Braves baseball games. WMIL-FM operates on 95.7 mc.

Saturday night gets a new shake:

"The Roaring 20's"

As you can verify on the chart at the right, Saturday night (unlike the rest of the week) doesn't exactly belong to ABC. So we're giving it a new shake, with a roaring new show. Like we did for Thursday night with "The Untouchables"...like we did for Sunday night with "Maverick"...that's how we're now going to take care of that Saturday night share of audience with "The Roaring 20's"–a big show for a big night. **ABC TELEVISION** abc

AVERAGE AUDIENCE RATINGS*		
	Sun-Fri	Saturday
ABC-TV	19.0	15.1
Net Y	15.7	28.9
Net Z	15.4	13.5

*Source: Nielsen 24 Market TV Report, for week ending May 8th, 1960, all nights, from 8:00 to 10:30 p.m.

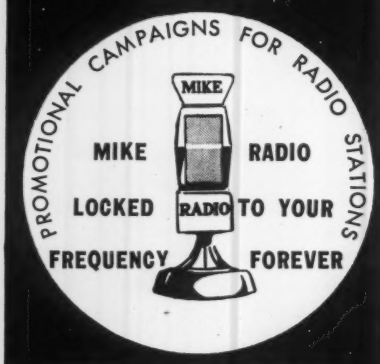
A NATIONAL ADVERTISER'S DELIGHT

A STATION MANAGER'S DREAM!

UNIVERSAL DOES IT AGAIN!

179,000
NEW LISTENERS
ADDED
TO WEEKLY AUDIENCE
WPTR
Albany, N. Y.
50,000 Watts

AT BEST
OF ALL LOCATIONS
POINT OF PURCHASE
PLUS
$23,270
ADDITIONAL NET
LOCAL SALES



For information write or phone
JOHN BURROUGHS, PRESIDENT
UNIVERSAL PUBLICIZERS, INC
936 N. Michigan Ave.,
Chicago, Illinois

NETWORKS HAVE GOOD MARCH

First quarter shows 9.8% gain in revenue

The tv networks' gross time billings in March of this year totaled more than $58.5 million, up 5.4% over the same month a year ago. For the first quarter (Jan.-March) billings reached over $171.8 million, a 9.8% increase compared to that quarter in 1959.

Network television's continuing billing rise was reported today (May 23) by Television Bureau of Advertising. Figures were compiled by Leading National Advertisers-Broadcast Advertiser Reports.

Nighttime gross billings for the first quarter were at the $119.8 million level. This represents a gain of 16.1% over the Jan.-March period of a year ago. Daytime billings, however, dropped 2.4% in the comparative period to a three-month total of more than $52 million.

Each of the tv networks could show an increase for the first quarter and for March. As against January and February, March was the best month for each network. The levels: ABC-TV at $13.4 million, CBS-TV at $24 million and NBC-TV at $21 million.

Network Television Gross Time Billings
Source: LNA-BAR

	March			January-March		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$11,565,031	$13,487,460	+16.6	$32,236,569	$39,424,580	+22.3
CBS-TV	23,265,395	24,013,247	+3.2	66,200,863	70,467,776	+6.4
NBC-TV	20,728,315	21,045,610	+1.5	58,081,996	61,950,219	+6.7
TOTAL	$55,558,741	$58,546,317	+5.4	$156,519,428	$171,842,575	+9.8

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February*	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,013,247	21,045,610	58,546,317

*February 1960 figures revised as of 5/6/60.

Network Television Gross Time Billings by Day Parts

	March			January-March		
	1959	1960	% Change	1959	1960	% Change
Daytime	$18,392,444	$18,049,690	−1.9	$53,325,550	$52,038,304	−2.4
Mon.-Fri.	15,618,204	15,178,972	−2.8	44,903,974	42,153,873	−6.1
Sat.-Sun.	2,774,240	2,870,718	+3.5	8,421,576	9,884,431	+17.4
Nighttime	37,166,297	40,496,627	+9.0	103,193,878	119,804,271	+16.1
TOTAL	$55,558,741	$58,546,317	+5.4	$156,519,428	$171,842,575	+9.8

LNA-BAR: Gross Time Costs Only.

Westinghouse plans political debates

Westinghouse Broadcasting Co. is fashioning a political broadcast plan for its individual markets that would hinge on "face-to-face" debate covering state, regional and national issues.

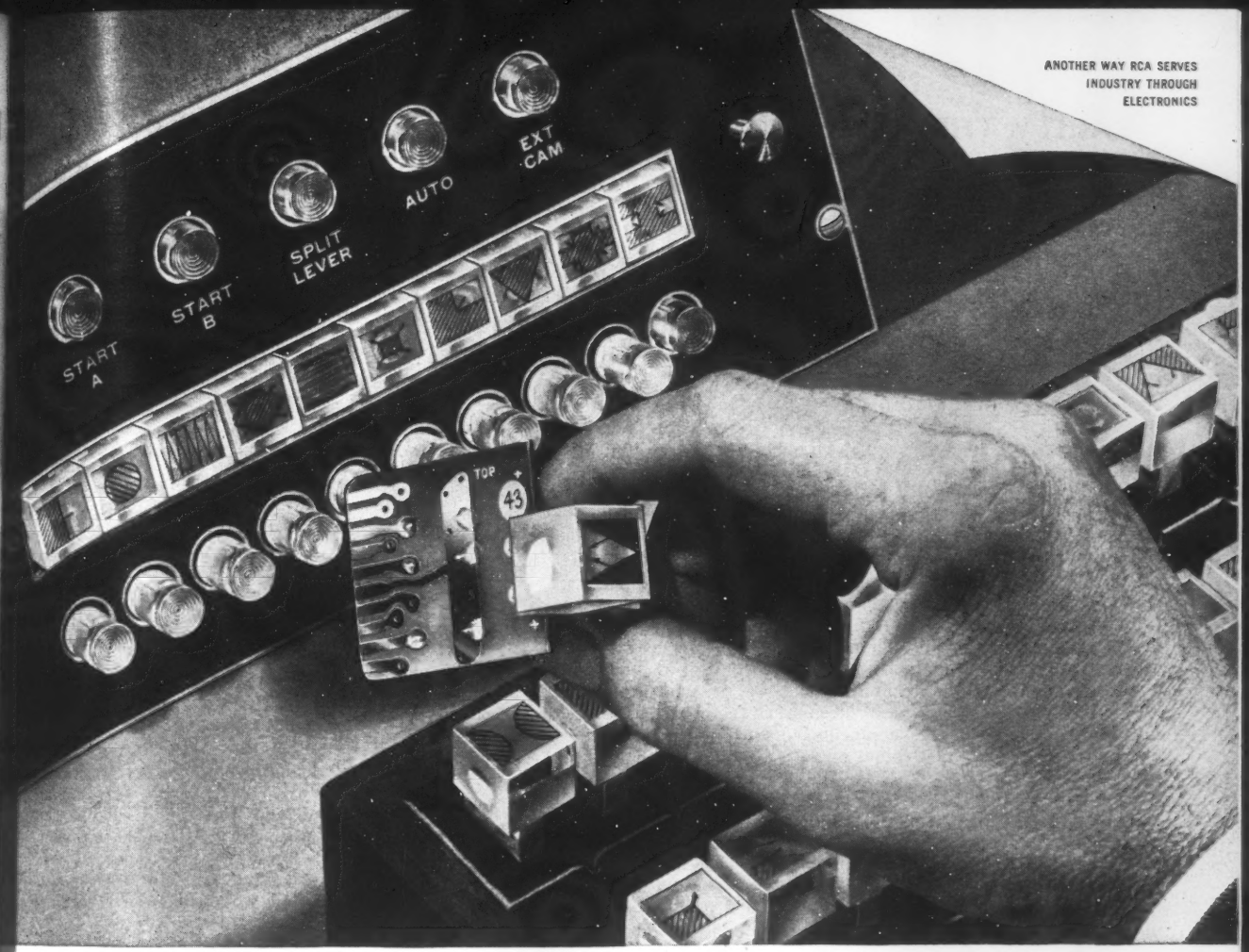
Donald F. McGannon, WBC president, revealed the company's intentions in a letter to Sen. Thruston Morton, chairman of the Republican National Committee, who had requested "equal time" following the WBC airing of the Humphrey-Kennedy debate in West Virginia (BROADCASTING, May 16). Mr. McGannon turned down Sen. Morton's request, claiming that Sec. 315 of the Communications Act did not apply in this situation. He pointed out that "the contest involved the Democratic Party and only those individuals who would be eligible or involved in that contest would be entitled to comparable time on WBC broadcast facilities." Mr. McGannon added:

"We would be pleased to present a similar debate type of program between the Republican and Democratic party candidates for the presidency in prime evening time. We would be prepared to make this available to the national radio and television networks and such other stations as may wish to carry it."

The details of the WBC plan, which bears the working title of "Campaign 1960: A Face-To-Face Debate," will be announced by Mr. McGannon shortly.

WLS to move studios

WLS Chicago will move its entire operation from the Prairie Farmer Bldg. to the London Guarantee Bldg. in that city on or about Aug. 1. The ABC-owned station has leased some 7,300 square feet to house executive and sales offices, and studios on the fifth floor of the building at 360 N. Michigan Ave. Ralph Beaudin, WLS Inc. president, also reported the acquisition of a 50 kw General Electric transmitter. He claimed WLS will have the "most modern and efficient radio facility" in the city.



Now...pick an effect from more than 150 possibilities!

Here's the ultimate in convenience for selection and presentation of program effects—the all new RCA Special Effects System. Key circuitry for each effect is contained in plug-in modules. Any ten effects may be pre-selected—simply plug ten modules into the control panel. Each module has illuminated symbol showing the effect it will produce. Slide an effect out—slide another in—it's just that easy. You get just the right effect to add that extra SELL to your programs and commercials.

SIMPLIFIED CONTROL—Push-buttons put effects selection at your fingertips. Push the buttons below the illuminated symbol and you are ready to go "on-air." Wipes and transitions are controlled by a standard fader lever for simple foolproof operation.

UNLIMITED VARIETY—The complete complement of 154 special effects includes wipes, split-screens, picture insets, block, wedge, circular and multiple frequency patterns. In addition, the system will accept a keying signal from any camera source to produce a limitless variety of effects—inset letters, drawings, trademarks; self-keyed video insets, and traveling mattes.

THE BEST EFFECTS WITH LESS EFFORT—Mix color and black-and-white. Enjoy exceptionally clean transitions . . . the most exciting effects ever conceived! And get them with the least amount of effort possible.

Ask your RCA Broadcast representative for complete information. Or write to RCA, Dept. GD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Ltd., Montreal

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

QUALITY TREND
Audience taste, wants increasing, PAB hears

Advertisers and broadcasters must prepare to serve "a younger, richer and better-educated audience with better tastes, more leisure time and an altogether different kind of life," the Pennsylvania Assn. of Broadcasters was told during its May 18-20 meeting by Ed Jones, consumer advertising manager of Hamilton Watch Co.

Speaking Thursday at the PAB's annual meeting held at Wernersville, Mr. Jones said broadcasters should upgrade and update their station and programming policies. He cited the trend toward good music and the growth of consumer acceptance of fm radio as reflecting the changing tastes and quality-consciousness of the American public.

Every third radio set sold is a portable and there are over 40 million auto radios, he reminded. Pointing to radio's opportunities, he said the medium must seek its own identity "not as a substitute for television but as a compelling interpreter of people's new-found interests, hopes and dreams."

Hamilton Watch uses magazines catering to higher income families plus spring and pre-Christmas radio, Mr. Jones said. Currently Hamilton is buying good music on 70 stations (mostly fm) in 50 markets, with commercials tailored to the programming and audience.

Cecil Woodland, WEJL Scranton, presided at the meeting as PAB president. The session included panels on the radio-tv future, with a review of economic developments by Charles H. Tower, NAB economics-personnel manager. Wage-hour trends, programming, insurance, semi-automatic programming, sales and administrative procedure were discussed.

Retail Assistance ■ William W. Davis, vice president of The Globe Store, Scranton, Pa., suggested radio and tv stations should work closely with department stores, becoming familiar with each retailer's specific operation and advertising policies. Presentations should be made on a store's needs, he said, criticizing salesmen who say "a good spot has just opened up" or who propose a 13-week campaign. "The medium is either good for us 52 weeks of the year or it's not good at all," he said.

Mr. Davis said copywriters should understand FCC and Federal Trade Commission regulations, aiding retailers in avoiding violations of rules. He said Globe feels stations subscribing to the NAB tv code and radio standards "provide valuable insurance" against accidental retailer infractions of FCC and FTC rules and regulations.

George Skinner, director of radio programs services of The Katz Agency, New York, said many stations that leaped into the top-40 format and found the going too competitive have changed to middle-road or serious music. All but four Los Angeles stations have dropped out of the overcrowded top-40 category, he said, adding, "the format has changed but the competitive picture hasn't."

Program Challenge ■ The shift of a half-dozen stations to good music can't be called a trend, he said. He advised station operators to study their markets carefully and decide what area has been left uncovered. "The key to success in radio programming is to disregard the boundaries set by former successes or failures and to provide the kind of radio that a respectable percentage of the audience wants to hear," he said.

Mr. Skinner saw two challenges to radio—the need to use originality and ingenuity in programming and creation of opportunity to learn the business. He emphasized failure to develop new talent, with insecurity of employment a discouraging factor keeping young people out of the profession.

Gerald A. Bartell, head of Bartell Family Radio, said "there's a boom in good music" and added there always has been a market for this type of music. Broadcasters must become more socially conscious, he said, and more thoughtful and resourceful.

"Those who cling to a pat formula may discover somebody else has come up with a better one," he said, noting formulas are good only so long as they work. A dynamic programming concept is emerging, he said, including developing a quick, intelligent reaction by personnel, constant audience studies and sensitivity to social and economic forces.

Turnabout

Television and movie producers of cops-and-robbers dramas have turned to the police departments of almost every major city, at one time or another, for technical assistance in making their stories authentic. In Miami, however, the police have requested such television product as training aids for their staff and for civic groups. WCKT (TV) Miami has established a lending library of feature and syndicated crime films at police request. A member of the Central Services Div. of the Public Safety Dept. explained, "Most of these films have been previously authenticated by other police departments and this makes them ideal for training demonstrations."

Heritage fm operation begins 'in-the-black'

Heritage Fm Stations, a group of fm stations located in 25 major U.S. markets, begins operations with its first outlet in-the-black, according to Rogan Jones, president of International Good Music Inc., Bellingham, Wash., operator of the group. This was accomplished by selling a large portion of the availabilities before KGMJ Seattle goes on the air this week. Other Heritage fm operations slated to sign on in the near future are located in Portland, Ore., Denver, Los Angeles, San Bernardino-Riverside, Calif., Baltimore, Buffalo, St. Louis, Chicago and Boston.

Mr. Jones said, "Through the use of latest developments in electronic automation techniques, we are able to present to fm listeners music reproduced under the highest possible standards in both transmission and programming." It is planned that the stations will be fully automated.

Heritage has appoined Erwin Wasey, Ruthrauff & Ryan, San Francisco, to handle advertising and public relations. William H. Barnett will be account executive and Frank A. Helton, account supervisor. National consumer magazines, radio, tv, newspapers, outdoor advertising and the trade press will be used for promotion, according to Mr. Jones.

AB-PT hears about 49% gain in earnings

American Broadcasting-Paramount Theatres spent a harmonious hour with its stockholders in New York last Tuesday (May 17), with only token opposition to management policies expressed from the floor. President Leonard Goldenson reported a 49% gain in earnings over the previous year, which probably had something to do with it.

Mr. Goldenson credited the television network with the greatest strides within the company. It contributed $172 million to AB-PT's record $288 million gross in 1959, while the theatre division contributed $91 million. Tv was up to $35 million, while theatres were off $3 million from 1958.

Mr. Goldenson said that first quarter earnings this year were a record $3.3 million (against $2.3 million in 1959) and that the second quarter also was expected to top last year's.

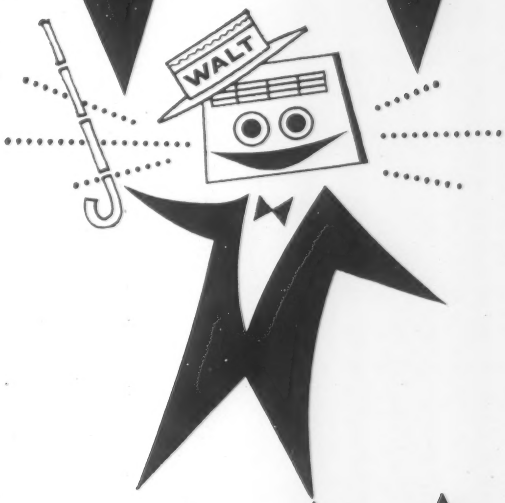
The new board of directors slate elected by stockholders includes one new name: Oliver Treyz, president of ABC-TV. Following the stockholders meeting, the board elected Robert L. Huffines Jr., chairman of Worth Fund Inc. and an AB-PT director since 1951, to its executive committee.

FIRST in PULSE*

TWICE the power of any other station in the market

LOWEST cost per thousand

FIRST in HOOPER*

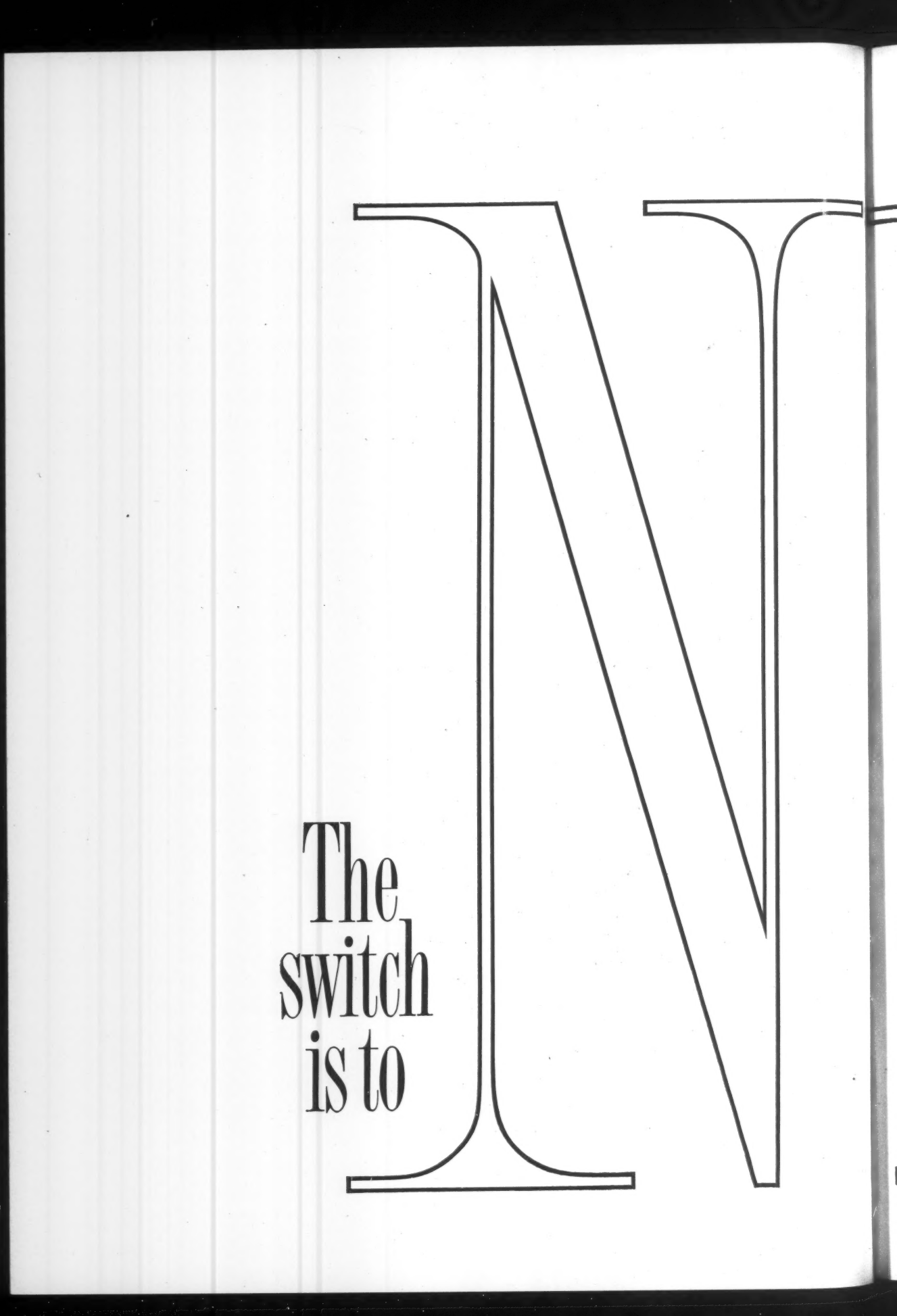


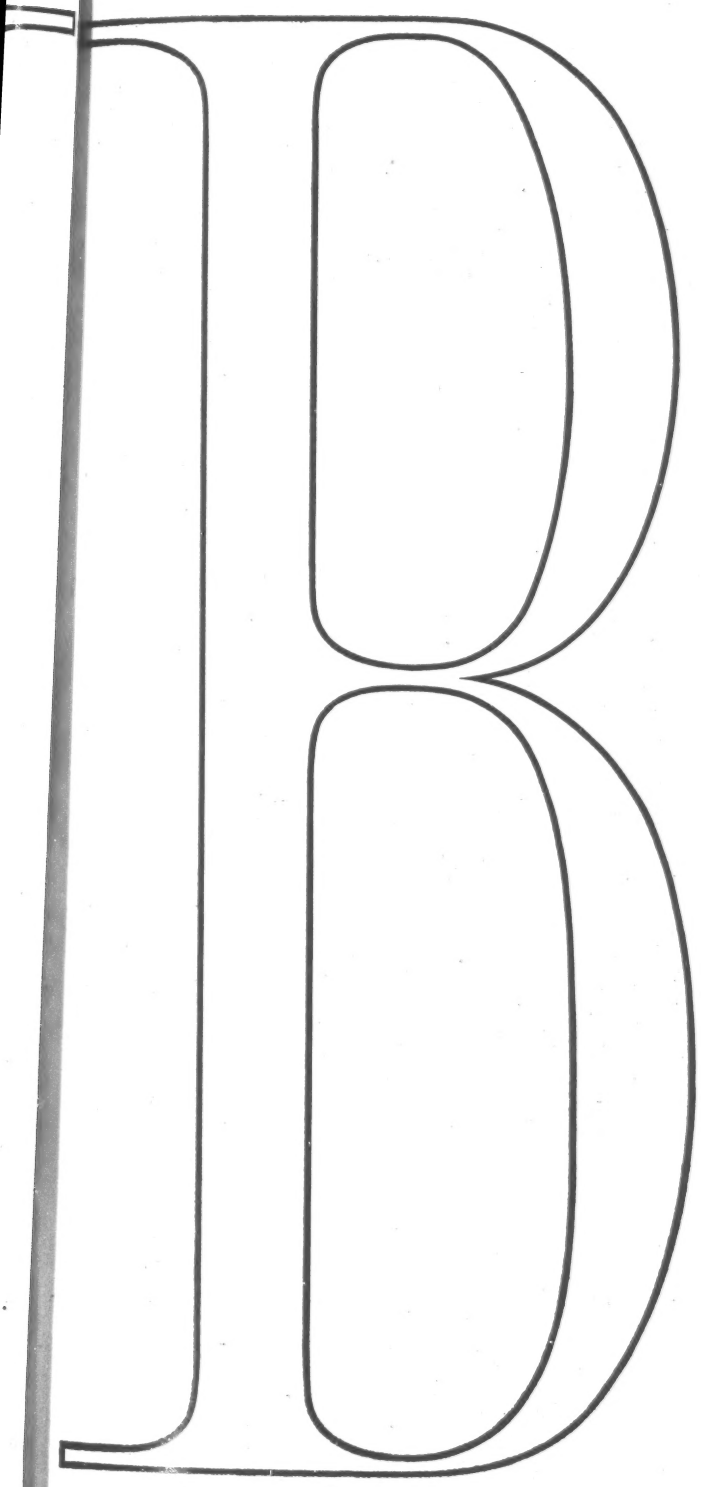
TAMPA-ST. PETERSBURG WALT

* Most Recent Pulse and Hooper

Represented nationally by GILL-PERNA • New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS WALT, Tampa . . . WPEN, Philadelphia . . . WSAI, Cincinnati


The
switch
is to
N



For easier identification, the NBC owned radio and television stations in New York are changing their names this week from WRCA-TV, WRCA and WRCA-FM to WNBC-TV, WNBC and WNBC-FM.

But their positions on the dials remain the same. Channel 4 continues to bring New Yorkers their finest television programs. On radio dials, 660 AM and 97.1 FM continue to win listeners with the "Sound of the Sixties" twenty-four hours a day. And you can continue to rely on them to do the same effective selling job in the nation's number one market!

CHANNEL 4 NOW WNBC-TV
660 AM DIAL NOW WNBC
97.1 FM DIAL NOW WNBC-FM

CBS registers stock plan for employes

CBS Inc. has registered 72,000 shares of common stock with the Securities & Exchange Commission to be offered under its Employes' Stock Purchase Plan. Under the plan all eligible employes purchase shares through payroll deductions of 3%, 4% or 5%. For each five shares bought, CBS gives one additional share. It also gives an additional share or shares to each employe who participates in the plan throughout consecutive three-year periods and purchases the minimum number of shares (15) in the first period.

The statement says all salary or executive grade employes with the exception of officers or directors of the company or those holding stock options are eligible. This includes news correspondents. Clerical, warehouse, shipping or manufacturing personnel are eligible if employed by Columbia Record Div., the record club, the sales or distributing arms of Columbia Records. Also eligible are employes at Terre Haute, Ind., Bush Terminal, New York or Santa Barbara, Calif. The rights under the plan are not transferable or assignable.

William S. Paley, CBS board chairman is listed as the only stockholder known to have more than 10% of the outstanding shares. He owns 132,130 shares listed as beneficial and 747,448 shares listed under record and beneficial.

NLRB upholds WJIM

National Labor Relations Board in an intermediate report May 13 held that WJIM-TV Lansing, Mich., had not discriminated against an employe, Lloyd H. Garten, because of purported union activity, dismissing a complaint by National Assn. of Broadcasting Employes & Technicians. However it found unfair labor practices by the employer in complaints involving three other employes, Frank Imburg (ex-employe), Miles Baskett and Robert H. Gurganious.

The board directed an election at WKAQ-AM-TV San Juan, Puerto Rico on petition of Association Puertorriquena de Artistas, a union. The bargaining unit would include all performing and non-performing employes comprising engineering and program departments.

WNEW strike settled

The announcers' strike against WNEW New York ended on May 14 when a compromise was reached on the issue of "job security."

The announcers struck on May 9 (BROADCASTING, May 16) after management refused to meet demands that any performer dismissed by the station be kept on the air in his regular period for an eight-week period following his discharge. Though settlement was not announced it was reported that the compromise reached provides that the station will retain a dismissed announcer for four weeks after his discharge. But WNEW has the right to select the time slot in which he will work.

The agreement also provides for arbitration on dismissals. It increases the minimum guarantee for announcers from $300 to $350 weekly.

Sealed envelope

Good wishes can come in strange forms. KICY Nome, Alaska, has been broadcasting on a program-test basis since April 17 and has received appreciative letters from some 50 villages in western Alaska. Station Manager Art Zylstra acknowledged the greetings on the air, noting that some were on parcel paper or old receipts. He commented the station was glad to hear from listeners no matter what material they wrote on. The next mail brought a post card written on a piece of dried sealskin. KICY is the first standard broadcast station in its area and claims its signal reaches almost 500 miles inward. It operates on 850 kc with 5 kw, and is operated by Artic Broadcasting Co., associated with the World Missions for the Evangelical Covenant Church of America.

■ Media reports

Aided the blind ■ Citations bearing the signature of Helen Keller, counselor to the American Foundation for the Blind Inc., N.Y., were awarded last Wednesday (May 18) to several radio and tv stations for their efforts in the past year to promote a more realistic attitude toward blindness. Dr. Gregor Ziemer, director of public education for the foundation, made presentations to the following: WOI-TV Ames, Iowa; WNBQ (TV) Chicago; WEBR Buffalo, N.Y.; KDKD Clinton, Mo., and the McLendon stations (for the support given by KLIF Dallas and KABL San Francisco).

Scholarship fund ■ South Carolina Broadcasters Assn. has established a scholarship fund and will accept applications through July 1. The recipient (male or female) must be a resident of that state who has completed the first year or more in a recognized South Carolina college or is planning a degree in business administration or broadcasting. A "C" average or better is a prerequisite. The fund will be renewed for three years or more for the same student provided he continues to meet the requirements. Applications or additional information can be obtained from John Davenport, Box 2365, Greenville, S.C.

Employment agency ■ Help Assoc., Rapid City, S.D., has been formed as a "clearing house" for employes and management in the community cable tv industry. The agency announces that new cable systems and those planned for wired pay tv will be able to draw experienced key personnel through its services and that employes who wish to stay and advance in that industry can be introduced to country-wide openings.

Broadcast placement ■ Walker Employment Agency, Minneapolis, has created a new department for placement of broadcast personnel in an eight-state area consisting of Minnesota, the Dakotas, Iowa, Illinois, Missouri, Nebraska and Wisconsin. Jimmy Valentine, veteran Twin Cities broadcaster, will manage the department, which will place announcers, salesmen, directors, engineers and copywriters in both radio and tv. The agency announces that the Minnesota Broadcasters' Assn. has authorized Walker to be its official clearing house.

Switches to CBS ■ WEAV Plattsburgh, N.Y., joins CBS Radio as an affiliate in June. Station has been an ABC affiliate since 1936.

When 'selling is easy' ■ Radio Advertising Bureau, N.Y., last week released an 18-page report on radio's success in stimulating summer sales for a variety of retailers. Titled "Summertime . . . And the Selling Is Easy—If You Use Radio," the presentation contains capsule case histories of more than 50 radio advertisers. Examples include an Omaha appliance dealer who sold 100 air-conditioners on the Fourth of July holiday, using only radio to promote the event. In another instance, an auto dealer tied in his radio schedule to June graduations and sold 54 used cars, reducing his inventory by $40,000.

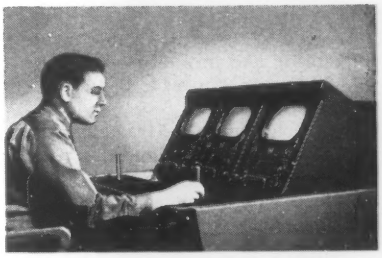
A friend in need

Collins Radio, Cedar Rapids, came to the rescue of KBIZ Ottumwa, both Iowa, when a flash flood inundated the station's transmitter building, forcing it off the air. Collins supplied a 50-foot mobile trailer, housing complete transmitting facilities. KBIZ was off the air one day and then was able to perform 24-hour service broadcasting emergency flood information.

WHAT? NO CAMERAMEN?

What sort of studio is this without cameramen? Actually, it's a very efficient one and belongs to WKRC in Cincinnati. The cameras in the above "on the air" shot are very much in use . . . operated from the control room (located on another floor) by Houston Fearless Remote Control Equipment. This remarkable system gives the director or engineer direct control over several cameras . . . to obtain the exact shot he wants when he wants it. HF Remote Control Cradle Heads allow him to pan and tilt each camera at will, while depth of focus, close shots, and "dollying in and out" are accomplished by remote control lens adjustments.

We're not advocating that all cameramen be replaced by robots. But this equipment does make it practical to use multiple cameras on low-budget shows and to add auxiliary cameras on bigger productions for more dramatic effects. And it can reduce station overhead considerably. Interested? Send the coupon now for details.



In master control room, the director or engineer manipulates pan and tilt of cameras by means of a "joy stick," much as used in an airplane. Houston Fearless Remote Control Heads respond instantly to his directions.

HOUSTON FEARLESS

DIVISION OF HOUSTON FEARLESS CORP.

HOUSTON FEARLESS DIVISION 11807 W. Olympic Blvd., Los Angeles 64, Calif.

Send information and catalogs on ☐ Remote Control Heads. ☐ Cradle Heads. ☐ Friction Heads. ☐ Camera Pedestals. ☐ Dollies. ☐ Tripods. ☐ Microwave Parabolas. ☐ Remote Control Antenna Mounts. ☐ Film Processors.

Name _____

Firm _____

Address _____

City _____ Zone ____ State _____

■ Rep appointments

■ KPAM Portland, Ore., KALE Richland, Wash., and KXIV Phoenix: Weed Radio Corp., N.Y.

■ WAMV-AM-FM St. Louis: Good Music Broadcasters Inc., N.Y.

■ KTBS-TV Shreveport, La.: The Katz Agency, N.Y.

■ KVEN Ventura, Calif.: John E. Pearson Co. as national representative.

■ KCOK Tulare, Calif.: B-N-B Time Sales, L.A.

■ WAND Canton, Ohio; WAJR Morgantown, W. Va.; WJER Dover, Ohio, and WJKE Pittsburgh, all Greer stations: Walker-Rawalt Co., N.Y.

■ WCCC Hartford, Conn.: Gill-Perna Inc. as national representative and Foster & Creed Inc. for New England.

EQUIPMENT & ENGINEERING

TV SET SALES LOOKING BRIGHTER

With improvements & 23″ tube, sales may jump 17%, EIA notes

Tv receiver sales for the next 12 months—sparked by 23-in. picture tube and other technical improvements—are expected to be 17% above comparable 1959 sales, an Electronic Industries Assn. official said last week.

Marion E. Pettegrew, senior vice president of Sylvania home electronics division and chairman of the EIA consumer products division, said tv set sales in the next fiscal year should reach 6.1 million. He also estimated that radio set sales should be 9.3 million, auto radios 6.5 million and phonographs 4.7 million.

In submitting his report to the EIA board at the annual convention in Chicago, Mr. Pettegrew also noted that there was underway a "sharp shift" in phonograph sales from monaural to stereo.

He said, too, that color tv had won a few additional manufacturer promoters. Although these were not identified, Mr. Pettegrew presumably was referring to Admiral, Motorola and Packard-Bell having joined RCA in recent months in manufacturing and promoting color receivers. Motorola, however, has ceased its color manufacture.

Opposes Legislation ■ Mr. Pettegrew reported his committee's opposition to the FCC-sponsored Congressional legislation which would require that tv receivers be capable of receiving all bands allocated for tv broadcasting. This means vhf-uhf sets. "The committee felt that legislation should not be used to force consumers to pay more for tv sets regardless of whether they have uhf stations in their areas," Mr. Pettegrew said.

The EIA meeting spent most of its time on such problems as military electronics ($4.7 billion factory sales in 1960), Japanese imports and minimum wage laws.

The association presented its medal of honor to David R. Hull, Raytheon vice president, who completed two terms as EIA president. He is being succeeded by L. Berkley Davis, GE vice president (see AT DEADLINE).

Mr. Hull predicted that the electronic industry would be operating at an annual level of $20 billion by 1970—twice the current rate of sales.

Mr. Hull touched on the Japanese import problem in his report at the annual membership luncheon May 19. Japan sells more than half of the transistor portable radios bought in the U.S., he said. He referred to an investigation now underway by the Office of Civil & Defense Mobilization to determine if Japanese imports—which include components as well as radios—threaten U.S. electronics firms to the degree that national defense is weakened. He said that Japan's recent cessation of licensing of transistor radio shipments to the U.S. might indicate that Japan was preparing to impose a voluntary quota on such exports.

Other highlights of the 350-member association convention:

■ The number of electronic companies experiencing financial difficulties rose in the 12-month period ending March 31 by 15% over the same 1958-59 period. Only one radio-tv manufacturer was involved in economic distress, the credit committee reported.

■ Publication of an educational tv guidebook is underway, the educational coordinating committee reported. The guide will cover present and future status of etv and is aimed primarily at school administrators.

GE tube, Japanese color set are shown

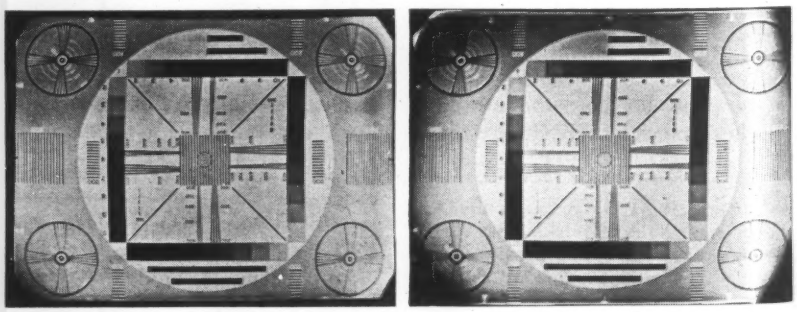
General Electric's new image orthicon camera tube, designed to eliminate browning at the edges of tv pictures, emerged as one of the highlights of the Chicago Electronics Parts Show last week.

High on the interest list also was the first showing of a Japanese color receiver. This was the 21-in. Hitachi receiver, shown by Sampson Co., Chicago distributor.

The all-industry exposition, co-sponsored by Electronic Industries Assn. and other groups, drew approximately 15,000 visitors May 16-18. Over 300 manufacturers exhibited radio-tv and high fidelity parts and components to distributors, sales representatives and the trade.

GE's new field mesh tube (GL-7293) cures "port-holing" and "edge effects" by minimizing darkness and distortion at the sides and corners of the screen, it was claimed. The tube, GE said, is interchangeable with the standard image orthicons currently used in television studio camera.

The Hitachi color receiver is fully compatible with American telecasting standards, it was said. The set (CT-150) uses 28 tubes, six diodes and one full-wave silicon rectifier. No price was placed on the receiver.



How it works ■ Here's how the new GE camera tube clears up the screen. The pronounced portholing and poor edge resolution shown in the right test pattern is taken with standard image orthicon; the test pattern at the left shows the same shot with the new GE field mesh I.O.

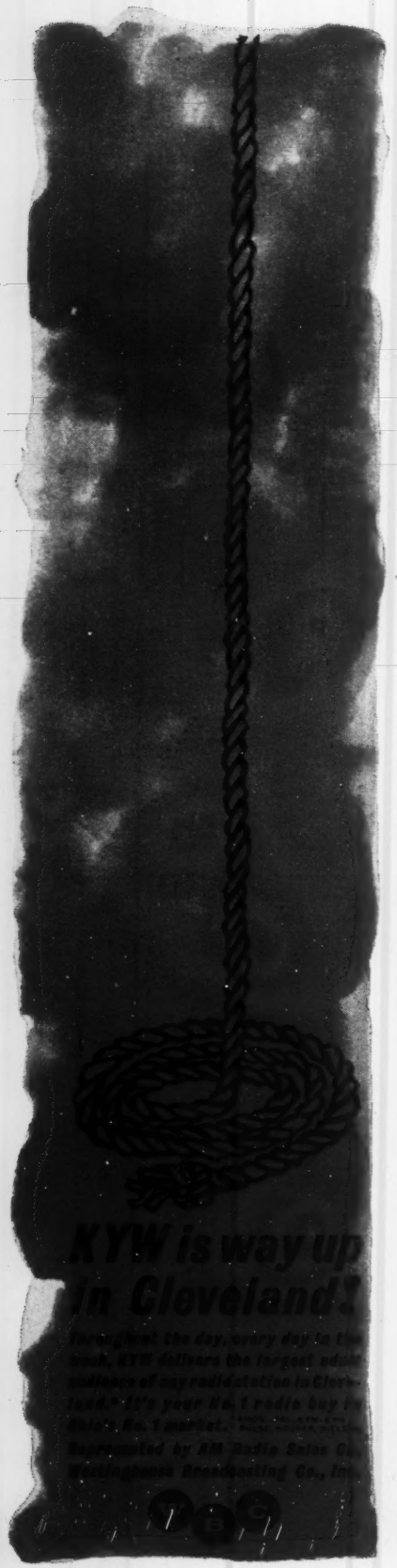
SALES BOOSTER: WESTERN UNION ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department **4B**, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES



BIG TEST FOR IMAGE ORTHICON

New tube successful in color baseball tv

One of the last remaining gaps in color telecasting has been closed.

The gap has been the inability of color camera tubes to operate with less than bright, bright lights—particularly the impossibility of picking up night baseball games and other outdoor night sports in color.

The new color tool is a highly, light-sensitive image orthicon. GE already has one on the market and in use. RCA last week announced that it has one available.

The GE tube received its severest test last Monday night (May 16) in the WLWT (TV) Cincinnati color pickup of the night ball game between the Cincinnati Reds and San Francisco Giants.

Good Showing ■ The color values seen on color receivers in Cincinnati were considered as good as anything seen on studio-controlled color broadcasts. The showing was staged by the WLWT's color-active Crosley Broadcasting Co. (BROADCASTING, May 16), which previously used the tube in covering Palm Sunday and Easter church services and in local basketball games.

The GE tube, developed principally for military surveillance, works well with one-third of the lighting normally required for colorcasting, Howard Lepple, WLWT chief engineer, explained. This would be from 100 to 200 ft. candles, he explained, and cuts costs of highlighting and airconditioning.

Mr. Lepple is credited with "discovering" the potentials of the GE tube when the company sent it to him earlier this year in answer to his request for a camera color tube capable of picking up night ball games.

The tube sells for $2,025 and Mr. Lepple has 20 for use with his six color cameras. He estimates he has some with over 1,600 hours of use (compared with normal 1,000 hours for regular black and white tubes).

Principal element in the GE tube is a wafer-thin, magnesium oxide target.

The GE tube is also in use at WGN-TV Chicago, KTNT-TV Seattle, WSJS-TV Winston-Salem, WCCO-TV Minneapolis and WIMA-TV Lima, Ohio. It was demonstrated at the NAB convention last April.

No Greater Lighting ■ The RCA tube development (RCA-4401) was officially announced last week by RCA President John Burns. Mr. Burns, addressing the company's western distributors in Las Vegas, stressed that the new tube requires no greater lighting for color than for black-and-white. He said it had been tested successfully in Boston.

Mr. Burns said that NBC has ordered four sets (three matched tubes per set) and that WGN-TV had ordered one set.

In specifications sent out to RCA sales engineers the new camera color tube is said to operate effectively at 40 ft. candles with an f/5.6 stop. Price was listed at $1,900 per tube.

Equipment firm sold

Tele-Broadcasters Inc., New York, in a cash and stock transaction, purchased the Electronics Communications Div. of Robert Dollar Co., San Francisco, radio equipment producer. The division will be operated by Tele-Communications Inc., subsidiary. The parent group operates radio stations in Los Angeles, San Francisco, Kansas City and Hartford. First quarter net earnings of Tele-Broadcasters were $14,433, compared with a loss in the same period of a year ago of $7,979. Sales amounted to $270,185, up from $209,590 in the same period a year ago.

■ Technical topics

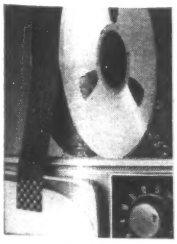
New quarters ■ Telescript-CSP Inc., manufacturer of Lens-Vue prompting equipment, has opened new offices at 832 N. La Brea Ave., L.A. Telephone Hollywood 9-7287.

New subsidiary ■ Equipto, Aurora, Ill., announces formation of Equipto Electronics Corp., Naperville, Ill., as a new subsidiary. Heading the new company is Herb C. Goltz who was instrumental in its founding. Equipto Electronics will manufacture racks, panels, chassis, enclosures and associated equipment for the electronic and instrumentation industries.

New push button switch ■ Nems-Clark Co., Silver Spring, Md., announces release of its new PBS-10 Push Button Switch which serves as a patching field for a 10-wire control bus from the unit to the device being controlled. It features one line push key operation and positive locking of all line keys. It is also available on special order with from 5-9 stack-ups. The buttons are arranged either horizontally or vertically and are grouped, color-coded and labeled. The PBS-10 is 15 inches long, 3½ inches wide, 7½ inches deep and is designed to fit into a 19 inch standard panel and equipment rack. Price is $95 with discounts on quantity purchases.

VIDEO TAPE IN ACTION: SEE WALTER SLEZAK IN "THE WOMAN IN WHITE," MAY 23, NBC-TV, 10-11 PM—EST

Joseph Welch hosts "The Dow Hour of Great Mysteries" on "SCOTCH" BRAND Live Action Video Tape



A most intriguing series of TV specials—"The Dow Hour of Great Mysteries"—premiered this spring. Its stars are drawn from the top names on Broadway and in Hollywood, their talents showcased by the modern miracle of "SCOTCH" BRAND Video Tape.

Use of video tape normally results in lower production costs, more flexible schedules, production possibilities limited only by the imagination of the user. Shooting time is kept at a minimum; "fluffs" can be eliminated.

"SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the kind of research that keeps 3M magnetic products first in proven quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"Scotch" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. ©1960 3M Co.

FREE TIME FOR CAMPAIGNS CERTAIN

But will it be voluntary or imposed by federal legislation?

An autumn of free campaign telecasts appears assured but a Senate Commerce subcommittee must decide whether it should—

- Accept free offers of prime evening time from the networks for appearances by major candidates for the presidency, or
- Approve a bill (S-3171) to seize eight hours of prime time from the three networks for the use of candidates.

The free-time offers were submitted last week by the three tv network presidents during their testimony against passage of the bill.

As hearings were concluded May 19, there were indications the industry witnesses had made a good impression with strong arguments against federal capture of time segments and their campaign program formulas.

But there remained subcommittee sentiment in favor of federal control of campaign telecasts based, for example, on the fact that the three networks differed on how the time would be utilized. Network executives, however, felt they could get together on a solution, just as they have previously agreed in similar situations.

The Specifics ■ Here is what the networks proposed in their free-time offers:

NBC-TV—Eight one-hour *Meet the Press* broadcasts in prime Saturday evening time, six to include appearances by Democratic and Republican nominees.

CBS-TV—Eight exclusive one-hour telecasts in prime time for debates and discussions.

ABC-TV—Each major network to offer three best time periods with largest audiences on rotating basis for nine weeks for use by two major candidates (consent of Dept. of Justice and FCC, and waiver of Sec. 315 required).

The FCC acted quickly to a subcommittee suggestion that it find out the plans and policies of broadcasters for the autumn campaign, sending out a questionnaire May 19 (see story page 78).

Politicians Testify ■ A number of individuals prominent in public life submitted statements on the bill. They included Adlai Stevenson, Democratic candidate in 1952 and 1956; Paul M. Butler, Democratic national chairman; Ex-President Herbert Hoover, Thomas E. Dewey, former Republican candidate, and Vice President Richard Nixon. NBC and CBS submitted briefs contesting constitutionality of the legislation. Whitney North Seymour, president-elect of the American Bar Assn., argued on behalf of NAB that the bill raised grave constitutional questions (see statements and briefs, page 76).

The spectre of Sec. 315 of the Communications Act was raised by all witnesses, with industry testimony taking the position Sec. 315 would confine network programs to news-type format unless the section is suspended. The three networks showed willingness to get together on voluntary allocation of time for the campaign, with the Dept. of Justice and FCC looking on. And all called for some form of relief from Sec. 315 during the fall political campaign.

A provision of the bill limiting free time to parties that had at least 4% of votes in the last presidential election drew industry criticism because it could bar major third-party candidates from participation.

Dr. Frank Stanton, president of CBS Inc., was the first network president to offer free time. He proposed an hour of prime evening time each week for debates and discussions by presidential candidates so television can "play a more effective role in contributing to an informed and active democracy."

Amend Sec. 315 ■ The CBS offer was contingent on amendment of Sec. 315 to exempt debates and panel discussions. Affiliates have agreed almost unani-

'Give us a chance' ■ Frank Stanton, CBS Inc. president, told Senate subcommittee networks will do a good job during campaign by programming politics voluntarily.

Unsound and unfair ■ David C. Adams, NBC senior executive vice president, pointed out how Senate bill singles out tv among media for seizure of facilities.

mously to supply their facilities, he said. He offered another idea—adoption of a resolution suspending Sec. 315 requirements, to be followed after the campaign by a study of the whole subject. In any case he flatly opposed a law compelling broadcasters to provide free time. He said CBS' offer specifies exclusive broadcasts.

David C. Adams, NBC senior executive vice president, told the committee NBC's offer of weekly *Meet the Press* hour-long programs presenting candidates had led Rep. Stewart L. Udall (D-Ariz.) to withdraw his House version of the free-time bill (HR 11260) as superfluous (AT DEADLINE, May 9).

Mr. Adams pointed to "grave constitutional questions" in the legislation, specifying interference with freedom of expression, taking property for public use without just compensation and discrimination in singling out one medium for donation of facilities and services. The NBC offer was first made April 21 by Robert W. Sarnoff, board chairman, in a New York address to the Academy of Television Arts & Sciences.

Oliver Treyz, ABC-TV president, said the network would pre-empt the three hours it felt would provide the largest audience. He suggested such programs as *77 Sunset Strip, The Untouchables* and *Donna Reed-Real McCoys*. CBS, he suggested, could preempt *Have Gun Will Travel* and *Gunsmoke* or, *Ed Sullivan* and *Perry Mason*, and NBC *Wagon Train, Perry Como* and *Bonanza*.

Sen. A.S. Mike Monroney (D-Okla.) insisted during the hearing that the bill would solve the difficult problem of providing time for candidate appearances on tv. And Sen. Ralph W. Yarborough (D-Tex.), co-author with Sen. Monroney of S 3171, kept emphasizing the air belongs to the people, with industry witnesses accepting his point but disagreeing with the right of Congress to seize time segments or control program content.

All were opposed ■ Vice President Richard Nixon, ex-President Herbert Hoover and ex-presidential candidate Thomas E. Dewey criticized Senate bill to seize network time for politics. (See separate story page 76).

See How It Works ■ Adlai Stevenson, Democratic presidential nominee in 1952 and 1956 and former governor of Illinois, was receptive to the idea of a voluntary plan among the networks to make tv time available to major presidential nominees, but said Sec. 315 would have to be amended anyway to eliminate demands for equal time by splinter candidates. He thought the plan might be tried to see "how it works."

He didn't think presently-exempted news and panel programs would be a good substitute because they are "interrogative" and "diluted." The candidate should be able to talk on any subject he wishes without interruption or cueing, he thought.

Mr. Stevenson felt a half-hour for each candidate for eight weeks is enough, 45 minutes at most. He didn't explain exactly why he would modify the amount of time, but did say he received a wire from one irate viewer during the 1956 campaign: "I like Ike and I Love Lucy. Drop dead!"

The former Democratic nominee said he had no objection to federal financing of appearances on tv by presidential candidates, but he thought networks could well afford to contribute eight hours of time every four years.

Mr. Stevenson felt tv networks would

Let's rotate ■ Facing crossfire, ABC president Oliver Treyz proposed three-way division of voluntary prime time.

How about stations? ■ Adlai Stevenson figured networks will donate time; but was not certain affiliates will respond. He urged amendment of Sec. 315, wondered if half-hour or less might be preferable to hour show.

SOUND OF THE SIXTIES

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

be as cooperative as they can be under law, but wondered if individual stations would go this far.

Try Voluntary System ■ Sen. Thruston B. Morton (R-Ky.), Republican National Chairman, said Congress should "try out" the voluntary system suggested by the television industry but he favored a free tv time bill if this doesn't work satisfactorily. He thought a law giving free time to presidential candidates would build up pressure to give free time to candidates for offices at all levels. Sen. Gale McGee (D-Wyo.) said the problem of giving free tv time to candidates for lesser offices ought to be argued on its own merits later. Sen. A.S. Mike Monroney (D-Okla.), who has expressed his belief a law is necessary, said that even if the networks are cooperative, individual stations may be reluctant to clear the time under a voluntary plan. "You're inviting total failure," he said.

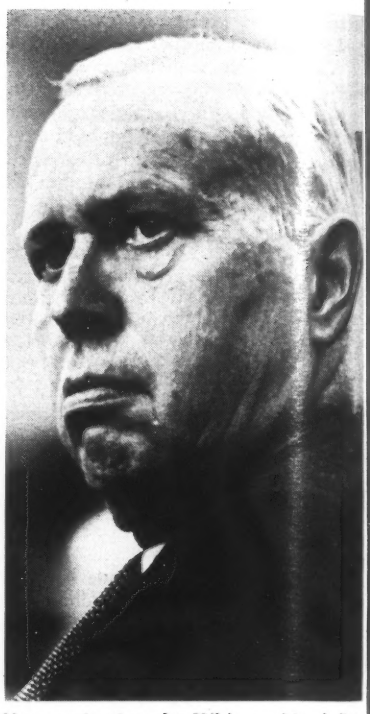
Difficulties ■ Frederick W. Ford, FCC chairman said the FCC takes no position on the bill, but wants to point out difficulties. One, he said, is that neither the FCC nor the Communications Act has ever affirmatively required licensees to carry specific programs as the bill provides, leaving that to the licensee. He noted the public might object to pre-emption of other programs by political speeches.

The bill ought to define "network" to eliminate regional or special networks from its requirements, he suggested. The measure also is ambiguous in specifying the amount of time for candidates, he said. He pointed out other ambiguities or inconsistencies. He saw difficulty in simultaneous hookups by networks with some 30 independent commercial tv stations, plus educational stations and those in Alaska, Hawaii, Guam and Puerto Rico.

The FCC chairman agreed, after some discussion, to a request by Sen. Monroney that the agency query all tv licensees on their plans and policies regarding political broadcasts during the forthcoming election campaign and whether they will carry political broadcasts paid, sustaining or both. The period would cover Labor Day to Election Day.

Barrage of Questions ■ Dr. Stanton was interrupted by questions shortly after he began reading his prepared statement May 17. He cashed-in on the subcommittee questioning by pointing out that the back-and-forth exchange provided a more effective and interesting discussion than reading of a formal statement. That's why CBS wants to pick the time and format of its political features, he explained.

He contended the federal government would be dictating a "journalistic function" under the proposal. "This bill will not help move information," he added. "We would have candidates coming out of the woods all over the country because Sec. 315 and the bill are intertwined." He reminded there were 18 parties with presidential candidates in 1952 and 1956.



Unconstitutional ■ Whitney North Seymour, for NAB, said political bill is violation of first, fifth amendments.

Dr. Stanton said he "opposed someone in an office saying we must give a percentage of time to this or that journalistic function." He called the legislation "merely a free time bill, not a debate."

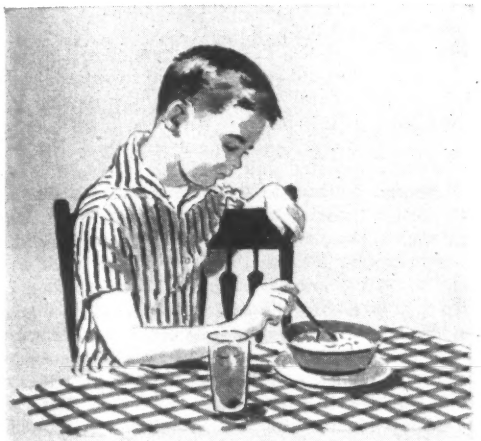
Chairman Pastore observed that the Communications Act requires public service time. "I'm not aware that it does," Dr. Stanton replied, clearing up a misapprehension.

To Sen. A.S. Mike Monroney's (D-Okla.) remark that the presidential race might be a "Mickey Mouse campaign," Dr. Stanton said, "The time has come to let us put on long pants and do the job." He insisted the network's affiliates will provide facilities, with 95% of effective circulation covered.

When Sen. Gale W. McGee (D-Wyo.) feared CBS would put campaign programs opposite popular broadcasts, Dr. Stanton said, "I'm troubled by the question of forcing the public to see a single program or they can't look at a tv set." Sen. McGee contended the bill was merely mild, preventive legislation that doesn't sentence the public to look at a tv receiver. Chairman Pastore felt most people are interested in the issues

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Does your family have these breakfast problems?



Does Junior get up with no appetite... and dawdle over his food?

Does Dad rush off to work—with one cup of coffee and a bun to sustain him?

Does Sister skip breakfast entirely... to keep a trim figure?

The success or the failure of your day often depends on the breakfast that starts it. And yet, far too many of us either skip breakfast entirely—or eat a sparse one on the run—or substitute "coffee breaks" for a healthful, nourishing morning meal.

If you've never thought breakfast important, consider these facts. In the morning, perhaps more than at any other time of the day, you need a well-balanced meal. That's because your energy is lowest after the long stretch between dinner and breakfast. So, your body requires "fuel" to renew your energy—to help you feel better, think and work more efficiently.

On the other hand, a sparse breakfast invites physical and mental fatigue. In fact, many studies show that when you eat little or no breakfast, tiredness will almost surely overtake you while the morning is still young.

How much breakfast should you eat? Enough to supply at least one-quarter of your total food needs for the day. And to get all of the essential nutrients—carbohydrates, proteins, vitamins and minerals—your breakfast should include fruit in some form; bread made from wholegrain or enriched flour; cereal, eggs, meat or fish; and milk to drink or to use on a cereal.

Such a breakfast (with other things you like including coffee or tea) should be eaten by everyone in the family—mother, father and the children.

Try it for a while. Chances are you'll notice how much more energy you have, and how much better you'll feel around 11 o'clock than you did before.

If you have "no time" for breakfast, here's a good plan to follow: just set the alarm clock a quarter of an hour earlier than usual. You'll never miss those 15 minutes. And to save time in the morning, plan and prepare things the night before.

Even if you're on a reducing diet, don't make the mistake of skipping breakfast. Without breakfast, you're far more likely to overeat at lunch or dinner. And that can wreck anyone's program of weight control.

All of us, overweight or normal, should take time to eat a substantial, unhurried breakfast.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY
1 MADISON AVE., N. Y. 10, N. Y.

and it isn't necessary to capture the viewer by force.

Sen. Monroney said there's no way to communicate with 100 million people except television. He and Sen. Clair Engle (D-Calif.) described television as fairer than the press. Sen. Yarborough disagreed with Dr. Stanton's statement that broadcasting enjoys the same freedom as the press. But Dr. Stanton said WBBM-TV Chicago, for example, a CBS o&o station, can support a candidate editorially if it wishes but has an obligation to provide equal time. "We may not be told what we have to do," he said. "Editorials are divorced from news, which should be objective." He said it would be just as fair to take time as to require free use of railroads or air line facilities. Sen. Strom Thurmond (D-S.C.) called the bill a step toward government censorship.

Dr. Stanton pointed out the White House and many broadcasters question the feasibility of carrying a presidential broadcast simultaneously on all networks, except in case of emergency.

It's Unfair ■ Mr. Adams, NBC vice president, termed the bill unsound because it would compel broadcasters to do what Sec. 315 prevents them from doing, unfair because it singles out tv from the media field for seizure; unwise because it removes from broadcasters the exercise of judgment in allocation of time and programming and unnecessary because networks have found ways to present candidates effectively.

He was questioned on NBC's rejection of the Humphrey-Kennedy debate in West Virginia after originally offering to carry it. He explained how the network had finally refused coverage when its Huntington, W.Va., affiliate, WSAZ-TV was blacked out by a newspaper's directive.

The network gets "exceedingly large lineups" of affiliates for important special events, he said, recalling 123 participated on short notice when President Eisenhower returned from Latin America.

Mr. Adams listed lack of specified program format as a weakness of S 3171. "Somebody has to be the supreme court of network debate rules," Sen. Monroney said. Like Dr. Stanton, Mr. Adams opposed legislation requiring all three networks to broadcast a program simultaneously but he said NBC, unlike CBS, did not insist that every program be exclusive. Sen. Monroney suggested perhaps a referee could work out appearances of candidates since separate appearances on all networks might be a burden.

ABC President Treyz thought the combined schedules of network appearances might curtail public interest in candidates. He termed the bill alien to the constitutional concept of a free press, with expropriation the main issue. He, too, found inequity in selection of tv from mandatory action. He said the network is preparing to report the two party conventions and will give the campaign extensive news coverage.

Flanked by Mort Weinbach, ABC vice president-general counsel, he said the bill recaptures more than spectrum grants by misconceiving "the basic nature of every station's principal commodities including time and the right to sell it, cameras, studios, personnel, skill, transmission gear and cables."

Eric Haas, Socialist Labor candidate for president, said the bill will enable broadcasters to bar all minority party candidates from the air. He said amendment of Sec. 315 has hurt minority parties.

As the hearing ended the committee received a statement from Sen. Hubert H. Humphrey (D-Minn.) favoring passage of the bill.

FREE TIME VS. CONSTITUTION

Republican leaders oppose any mandates

Congress lacks the power to commandeer free time on tv networks for presidential campaign broadcasts and to specify their content, the Senate Communications Subcommittee was told last week during its hearing on proposed legislation (S 3171).

Statements in opposition to the bill were submitted by Ex-President Herbert Hoover; Thomas E. Dewey, ex-presidential candidate; Vice President Richard Nixon and the Oklahoma Broadcasters Assn.

A brief submitted for CBS Inc. by Rosenman, Goldmark, Colin & Kaye pointed out that Congress would for the first time be dictating what should go into a particular program. This was termed "a radical change in the policy which has governed federal regulation of broadcasting."

The First Amendment would be impinged, the brief held, by restricting stations and networks in their freedom to decide what time, if any, is to be devoted to candidates and the conditions under which the broadcasts take place. In addition the plan would operate, as does a tax, to reduce revenues. Little support was found for constitutionality of the bill. The due process clause of the Fifth Amendment also was cited, with mention that a federal license does not remove protection from a business.

Higher Duty ■ Whitney North Seymour, special counsel to NAB and a member of the New York law firm of Simpson, Thacher & Bartlett, said maintenance of "the liberties of Americans, including their right to enjoy property without unjustified interference by the government, may be a higher duty than providing free tv time to presidential candidates." In an extensive constitutional analysis, Mr. Seymour pointed to Fifth Amendment discrimination in singling out tv from other media, requiring donation of facilities and properties without compensation. He said the discrimination had nothing to do with the special circumstances permitting regulation of broadcasting.

The First Amendment, he said, "would seem to forbid favoritism by the federal government in providing free platforms as between candidates of major and minor parties." He, too, pointed out the 4% standard in the bill would have denied facilities to important candidates such as Theodore Roosevelt in 1912 and Robert M. La-Follette in 1924.

Similarly an NBC brief prepared by Cahill, Gordon, Reindel & Ohl cited constitutional problems. In addition it listed a series of vague and unanswered questions dealing with designation of time periods and type of facilities, penalties for noncompliance, nonfulfillment of contracts, recording and distribution costs, candidates' waivers of requirements, obligations of non-affiliates and selection of studios.

Statements Entered ■ Several public figures submitted statements to the committee.

Ex-President Hoover's comment on the bill was terse. It follows: "My own opinion is that if we are to avoid government censorship of free speech we had better continue the practice of candidates providing their own television and radio programs."

Mr. Dewey, former Republican candidate for the presidency, said the bill "would appropriate the property of the broadcasters without compensation." He felt use of airwaves is no more relevant to the discussion than the fact that newspapers and magazines use paper made from lumber cut from public lands, or that they use the mails. The next step, he said, would be to require free time for lower offices. "It would be equally consistent then to require that newspapers print the full texts of speeches of candidates on their front pages and that news magazines give equal space," he said.

Mr. Dewey suggested the purpose of the bill could be accomplished by amending the law so stations and net-

A chance to clean up the image ..... AN EDITORIAL

BY political accident broadcasters have been given a chance, and a good one, to cover the 1960 election campaigns with the same freedom accorded to the press.

Suddenly it has become possible to obtain a suspension of Sec. 315, the law that has prevented the intelligent presentation of political information on radio and television.

This is an opportunity that cannot be ignored by any broadcaster who aspires to a status superior to that of jukebox operator or popcorn concessionaire.

It is an opportunity that has come when it was most needed—by broadcasters and the public. Great national policies will be formed during the 1960 campaigns. If broadcasting covers the campaigns with wisdom, ingenuity and thoroughness, the electorate that goes to the polls next November will be the best informed in history, and the image of broadcasting, now defaced by the investigations of recent months, will have been fully repaired.

But first broadcasting must attain the freedom to act as a responsible force in journalism. An unexpected series of political developments has made this possible.

THE 23 senators who endorsed the Senate bill to force free television time for presidential candidates unwittingly created the chance for suspension of Sec. 315.

In opposing the free time bill at hearings last week (see story page 72) all three networks offered to give prime time for appearances by the major candidates, but they pointed out that these special appearances would not be exempt from equal time demands by minor candidates unless Sec. 315 were modified.

It was Frank Stanton, the first network witness, who suggested that Congress consider a resolution suspending 315 only during the 1960 campaigns. If broadcasters failed to prove their responsibility in that period, he said, the section would be automatically restored.

To at least some of the members of the Senate Commerce Committee the suggestion seemed to have appeal. There is reason to believe that most members of the Congress would be willing to scrap the legislation forcing free television time if they were certain of getting free time by voluntary action of the networks.

The networks have volunteered. It remains for the Congress to modify Sec. 315 to make acceptance of the networks' offers possible. The easiest way to modify Sec. 315 is the one Dr. Stanton suggested. And the suspension of the section ought to be applicable to all political candidates this year if broadcasters are to be given the chance to prove their total effectiveness.

At this point the networks have aroused interest in a suspension of Sec. 315 to accommodate broadcasts by the major candidates for the presidency and vice presidency. There is no logical reason why equal accommodation should not be made for major candidates for other offices.

Senators, congressmen and governors will be elected this year. We cannot imagine why the candidates for those offices would be less interested in broadcast coverage of their campaigns than in coverage of the campaign for the presidency and vice presidency.

ONLY an immediate and massive effort by a vast majority of broadcasters can stimulate a suspension of Sec. 315 in the few weeks before congressional adjournment.

Broadcasters should appeal to their senators and congressmen for the chance to act as responsible journalists. The appeal need not be accompanied by offers of free time for freewheeling political oratory. It should be based on the broadcasters' desire to take maximum advantage of broadcasting's superior abilities to present political news—and on broadcasting's right to sell time for political advertising. If broadcasters do not assert themselves in this moment of unprecedented opportunity, the legislators may be excused for retaining their belief that a good many broadcasters are more interested in advancing their fortunes than in advancing their art.

In seeking relief from Sec. 315, broadcasters must be prepared to assume new responsibilities. In a sense Sec. 315 has been a comfort to those who wish to avoid the inconveniences of journalism. It is easier to follow a set of government rules than to make and stick by an editorial decision.

Yet we feel sure that there is no more refuge to be had in Sec. 315. Unless broadcasters—all of them—demand the right and accept the responsibility of presenting political information as fully, dramatically and informatively as the technology at their command permits, they are inviting more and more intercession by the government.

Is this a wild alarm? As reported elsewhere in this issue, the FCC has asserted that it counts political broadcasting a public service to be assessed at license renewal time or in applications for new stations. It has also specifically referred to political broadcasting as one of the activities its new staff of investigating agents will keep under close surveillance.

works would be permitted to give such free and equal time to the candidates of the two major parties as they, in the exercise of their editorial discretion, consider wise and proper." He felt public opinion would correct any abuses.

Vice President Nixon told the subcommittee the tv industry is a private enterprise subject to economic hazards. He opposed expropriation of time without compensation. He noted that segments of the tv industry already have voluntarily offered time to presidential candidates.

Financial Ability ■ A political party must pass the test of ability to finance its activities through contributions, he said. He saw no evidence that either major party has been unable to obtain adequate financing in the past to present its case fully and fairly to the people. Nor is there evidence that the party with the most money has regularly won, he said.

The Vice President objected to "passing a law" as a way of solving the problem, holding it would needlessly invite additional federal intervention and regulation in an area of peculiar sensitivity.

William Boyle, former chairman of the Democratic National Committee, gave "full support" to the bill, citing the "overwhelming burden which expenditures for tv place upon a party organization." He felt it would be asking "very little of our great national tv networks and the stations" to contribute time every four years, when there is a presidential election.

Give 'Em a Chance ■ Paul M. Butler, Democratic National Chairman suggested in a statement the elimination of Sec. 315 restrictions to give the tv networks and affiliates a chance to make a public service offer of free tv time. He recommended immediate amendment of Sec. 315 if the networks

have, during the hearing, committed themselves to such an offer. If they don't, he said, "then we urge the immediate passage" of the bill.

Nominees, Mr. Butler stated, should meet any extra expenses of recording for tv presentation in other time zones where simultaneous broadcast is impossible. If networks and affiliates fail to respond, Congress has the duty to enact a bill to guarantee tv exposure of the major presidential nominees and their beliefs, he said.

Jack F. Christie tv-radio director of the Democratic committee, said some candidates have become disgusted with appearing on exempted panel shows because the interrogators determine what shall be discussed. He said his party would prefer simulcast exposure of candidates by the networks. He said no decision has been made as to format of programs for which time will be purchased. He thought a half-hour weekly for each candidate would be enough.

Oklahoma Broadcasters Assn. opposed the bill in a telegram to the subcommittee. "This makes no sense to us," the association said in a message from Tom Johnson, KTOK Oklahoma City, OBA president. The bill was described as "confiscatory, discriminatory and probably unconstitutional."

TOMMY ARMOUR

GOLF TIPS

STILL AVAILABLE*

Five taped bits of wisdom from the dour Scott each week for thirteen weeks starting June 13th.

Best you contact:

DON LASSER

WICH

NORWICH, CONN.

(We may even accept collect phone calls)

***Already sold in 75 markets**

TV'S POLITICAL POLICIES?

FCC sends questionnaires to find answers

It's questionnaire time at the FCC again—only now it concerns politics, not payola.

The commission made public May 19, the questionnaire it is sending to all tv stations inquiring into their general policy "with respect to political broadcasts and . . . to the forthcoming . . . election campaign." The text was released only three days after FCC Chairman Frederick Ford's testimony before the Senate Communications Subcommittee (see page 72). The subcommittee had requested the FCC obtain information from the tv licensees as to the manner in which they "were carrying out their obligation to serve the public interest in the area of political broadcasting."

The commission clearly states in the questionnaire's preamble that it is seeking "specific information" on how tv stations "actually handle requests for political broadcast time."

There are two parts to the questionnaire, the first dealing with general policies with respect to political broadcasts, and the second with station policies in the forthcoming election campaign.

General Policy ■ Under the general policy heading, stations are asked whether they provide free time to politicians, on local, state and/or national level. Also, the FCC wants to know whether stations "impose any general limitations" as to length or frequency of programs or spots on behalf of a political candidate, or to the hours in a broadcast day made available to him. If free time is provided, the commission asks whether it is for spots, programs or both.

In connection with station policy for the coming presidential election, the FCC is primarily interested with the problem of clearing time for political broadcasts.

The commission asks licensees to describe "present or proposed policy with respect to clearing time for sales" of broadcasts by presidential candidates from either network or non-network sources. In a related question, licensees are queried on proposed policy regarding time-clearing for sustaining programs "offered either by the network . . . or by non-network sources."

Deadline for replying to the questionnaire is June 6.

The complete text of the questionnaire follows:

For your guidance in responding to the questionnaire, you are advised that it is not necessarily required that licensees have adopted a formal written policy statement with regard to the matters set forth below. What the commission is seeking is specific information as to the manner in which television stations actually handle requests for political broadcast time. Reply must be submitted by officer or person authorized by licensee.

A. General Policy With Respect to Political Broadcasts
1. State whether it is your policy (a) to sell time, (b) make time available without charge, (c) both.
2. Does your policy as set forth in reply to question 1 differ with respect to broadcasts by or on behalf of candidates for (a) local, (b) state, or (c) national officers? If yes, please explain.
3. State whether it is your policy to sell time or provide time without charge for (a) programs, (b) spot announcements, (c) both.
4. Do you impose any general limitations with respect to the length and frequency of a program or spot announcement by or on behalf of a particular candidate? If yes, please explain.
5. Do you impose any general limitations with respect to the hours during the broadcast day in which you sell or make time available without charge for political broadcasts? If yes, please explain.

B. Political Broadcast With Respect to Forthcoming Election Campaign (September-November 1960)
1. In connection with broadcasts by or on behalf of candidates for President and Vice President, describe your present or proposed policy with respect to clearing time for sales of such programs made either by the network with which you are affiliated or by non-network sources.
2. In this same connection, describe your present or proposed policy with respect to clearing time for sustaining programs offered either by the network with which you are affiliated or by non-network sources.

(If your answers to the above questions require

On the bench ■ Sen. A. S. Mike Monroney, as temporary chairman presiding at the Senate Communications Subcommittee free time hearing, asked the FCC to query stations on their political plans. The commission did.

narrative explanation, please provide such explanation on a sheet to be attached to your reply. Indicate the exact question for which narrative is being submitted and specify your call letter and station location on each attached sheet.)

Small-market overtime relief sought by NAB

Small-market radio and tv stations should be exempted from overtime provisions of the Fair Labor Standards Act, Charles H. Tower, NAB broadcast personnel-economics manager, testified May 17 before the House Labor Standards Subcommittee.

Relief is needed because unusual operating conditions in small-station broadcasting make strict adherence awkward and even impossible, he said.

"Such relief is justified," Mr. Tower explained, "because most employers in the small-market broadcasters' business environment are not now subject to the law; nor will most of them be covered by those proposals for extended coverage which are being given serious consideration. Both operating need and equitable treatment support the plea for legislative attention."

The problem of living with overtime provisions is steadily increasing, he said, mainly because of the tremendous growth in the number of small radio and tv stations in the last three years. He cited three interrelated aspects of overtime — determination of exempt status, computation of regular rate of pay and counting hours worked. He contended the minimum wage is a hardship in very small markets but made no request for such exemption.

Mr. Tower reminded that Congress has granted relief from oppressive application of the wage-hour law in situations involving both need and equitable treatment.

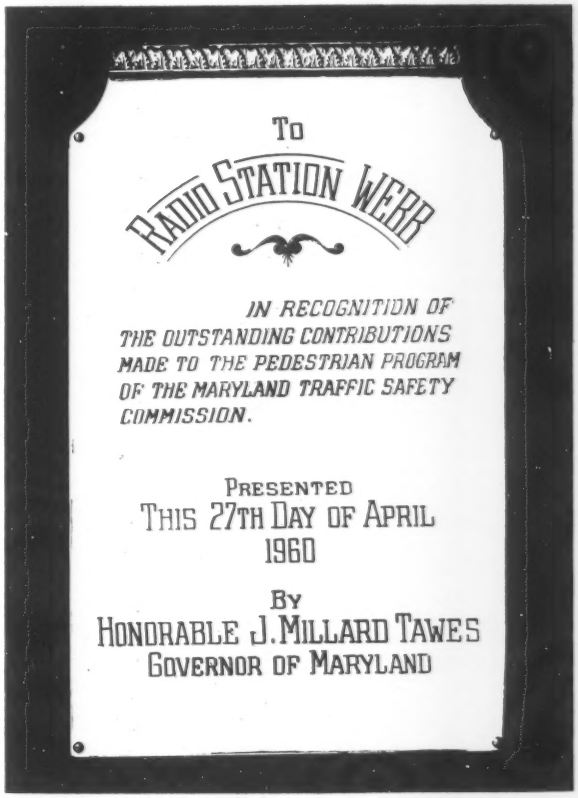
KDB says it isn't so

KDB Santa Barbara, Calif., recipient of an FCC 309(b) letter because of "over-commercialization," (BROADCASTING, March 28), told the commission last week that such allegations were unfounded.

The station said that general acceptance of its programming in Santa Barbara, as shown in a survey it conducted, indicates that it is operating in the public interest.

Public service spots interspersed with music, KDB alleged, are more effective than public service programs because the station does not "alienate its audience by uninteresting interview shows and numerous spots spread over days or weeks reach more listeners." Since September 1958, KDB said, it had averaged 240 non-commercial spots per week.

Thank you, Governor . . .



First radio station to receive a silver award from the Governor of Maryland for a continuous pedestrian safety program!

. . . ANOTHER REASON WHY . . .

WEBB is the leader in the Baltimore Negro community!

W-E-B-B RADIO • 5,000 WATTS • 1360 KC • BALTIMORE

Represented by Bernard Howard & Co., Inc., 20 E. 46th St., N.Y. 17, OXford 7-3750

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

PAYOLA DRAGNET YIELDS EIGHT

New York grand jury charges them with commercial bribery

The New York district attorney's six-month probe of payola brought the arrest May 19 of five disc jockeys and three radio station employes.

Indictments by a grand jury charged the eight with accepting as a group a total of $116,580 in payments from recording firms and record distributing companies. They were indicted under a provision of state law that makes commercial bribery a misdemeanor. Conviction carries a sentence of up to one year in jail and a fine of up to $500 or both on each count.

The district attorney entered payola practices in November when his office subpoenaed books and records of a number of New York companies (BROADCASTING, Nov. 23, 1959).

Description ■ The indictments cover the 1958-59 period during which the men were employed by New York radio stations. Those arrested and capsule descriptions of each indictment including total amounts allegedly paid each defendant by record companies follow:

Alan Freed, former WINS disc jockey who subsequently joined WABC, had his own program on WNEW-TV, but is now on KDAY Los Angeles. Two informations handed up: One charging him with accepting payments in 1958 from a record company totaling $10,000; a second carrying 25 counts cites payments in 1958-59 totaling $20,650 from six recording companies: Roulette Records, $10,000; Superior Record Sales Co., $8,900; United Artists Records, $2,250; Cosnat Distributing Corp., $4,000; Cosnat Distributing (Cleveland affiliate), $2,000; Action Records, $2,000 and Alpha Distributing Co., $1,500.

Peter Tripp, WMGM disc jockey. A 39-count information cited payments from eight record companies totaling $36,050: Alpha Distributing Co., $10,400; Laurie Records, $8,000; Abel Productions, $5,000; Coed Records, $4,850; Co-op Distributing Co., $3,000; Superior Records Sales, $2,900; End Music, $1,000, and Atlantic Record Sales Co., $900.

Mel Leeds, formerly program director of WINS and now assistant station manager at KDAY. A 40-count information charging bribe payments totaling $9,675 from five companies: London Records, $3,600; Carlton Record Distributing Corp., $2,175; Hugo & Luigi Productions, $1,600; Atlantic Record Sales, $1,300, and United Artists Records, $1,000.

Tommy Smalls, WWRL disc jockey. An information carries 48 counts citing total payments of $13,385 from 18 record companies: Cosnat Distributing Corp., $3,800; Atlantic Record Sales, $2,200; United Telefilm Records, $1,800; Superior Record Sales, $1,525; Co-op Distributing Co., $950; Roulette Records, $500; Fury Records, $460; Action Records, $350; Porten Distributing, $325; Brent Music, $300; End Music, $300; Ember Distributors, $150; Hugo & Luigi Productions, $150; Big Top Records, $150; Coed Records, $125; Malverne Distributing, $100; Gone Recording, $100; and United Artists Records, $100.

Harold B. Jackson, WLIB disc jockey. A 39-count information charging $9,850 in payments from nine record companies. Alpha Distributing, $3,800; Cosnat Distributing, $1,600; Superior Record Sales, $1,475; Roulette Records, $1,000; Atlantic Record Sales, $800; Gone Recording, $500; Fury Records, $275; Malverne Distributors, $250; and Ember Distributors, $150.

Jack Walker, former WOV (now WADO) disc jockey and now with WLIB. Cited in 33-count information charging payments of $7,420 from nine record companies: Alpha Distributing, $2,250; Cosnat Distributing, $1,550; Superior Record Sales, $1,100; Roulette Records, $725; Fury Records, $420; United Telefilm Records, $300; Gone Recording, $125; End Music, $100; Atlantic Record Sales, $800.

Joseph Saccone, record librarian, WMGM (left station in March). A seven-count information cited payments of $2,000: Alpha Distributing Co., $2,000.

Ronald Granger, former record librarian, WINS. A 26-count information accuses him of accepting $7,500: Superior Record Sales, $2,300; Alpha Distributing Co., $1,700; Malverne Distributors, $1,200; Brent Music Corp., $700; Coed Records, $700; Ember Distributing, $450; Fury Records, $300; Laurie Records, $100, and Roulette Records, $100.

Stations' Statements ■ Asked for their statements, station managements reported as follows: Arthur M. Tolchin, executive vice president and director of WMGM, said the station had been advised "previously" that Mr. Tripp was being investigated. An attorney immediately questioned the disc jockey who "voluntarily gave the station a sworn affidavit which said in effect that he had never been involved in what is commonly known as 'payola.'" Mr. Tripp was placed on probation, Mr. Tolchin said, but in view of the current action WMGM was suspending him "immediately, pending the final determination."

Mr. Tolchin said that after advise-

Three forced smiles ■ Disc Jockey Alan Freed (second from r) grins along with Mel Leeds, radio program director (l) and air personality Peter Tripp (second from l) as they are booked at a New York police station on the charge of commercial bribery misdemeanors. At right is Detective Michael Cannings. Five others, along with the trio, were also charged.

ment Mr. Saccone was under investigation, the station questioned him and on the basis of this, "his appointment was terminated" (last March).

Harry Novik, WLIB's president, said he had cooperated with the district attorney's officer who called upon him a few months ago and that "we will study the facts and then make a decision."

J. Elroy McCaw, president of WINS, said Mr. Leeds left the station in January during the investigation and before any facts had become known. He said the station had requested but did not receive an affidavit. In reference to Mr. Freed, Mr. McCaw said he left in 1958 but apparently before the period covered in the indictment.

Edith Dick, general manager, WWRL, noted the station's policy that makes employes subject to dismissal when found to be accepting "gratituities." She said Tommy Smalls on Nov. 23, 1959, signed an affidavit and that in view of the information now disclosed by the district attorney, his employment has been terminated. He joined the station Aug. 1, 1951.

Payment Methods Sampled ■ The District Attorney's office explained that company payments took various forms. Mr. Freed, for example, allegedly received $400-$700 per month to favor records from companies, while in other cases, individuals received $50-$100 on the average although some payments went as high as $750 per month.

The investigators found flat payments, $25 per record for example, in certain instances for plugging a single record. Mr. Tripp, it was noted, allegedly received a ½ cent royalty per record. Two examples: Mr. Tripp is alleged to have received $4,850 for two records ("Sixteen Candles" and "I Wonder Why") and $13,000 for another record on this royalty basis.

Indictments covered only 1958 and 1959 because of a two-year statute of limitations governing charges of commercial bribery.

Frank S. Hogan, the district attorney, said the American Guild of Authors and Composers made information available to his office as well as to the House Legislative Oversight Subcommittee.

He explained that the station personnel, who were not disc jockeys, were involved as they had authority to select recordings to be played.

Pleadings ■ The eight men were arraigned at Special Sessions Court in Manhattan. Mr. Freed and Mr. Leeds flew to New York to surrender to authorities. Mr. Freed and Mr. Leeds pleaded not guilty. Trial was set for Sept. 19. The other cases were adjourned to June 14. All eight men were paroled in the custody of their attorneys with no bail.

The record companies were not acted against, as the usual practice is to proceed against only one party to an alleged bribery. The companies therefore had immunity so that officials could testify. None of the defendants chose to appear before the grand jury.

Total payments charged to each record company:

Abel Productions	$5,000
Action Records	2,350
Alpha Distributing	21,650
Atlantic Record Sales	6,050
Big Top Records	150
Brent Music	1,000
Carlton Records Distributing	2,175
Coed Records	5,675
Co-op Distributing	3,950
Cosnat Distributing	12,950
Ember Distributing	750
End Music	1,400
Fury Records	1,455
Gone Recording	725
Hugo & Luigi Productions	1,750
Laurie Records	8,100
London Records	3,600
Malverne Distributing	1,550
Portem Distributing	325
Roulette Records	12,325
Superior Records Sales	18,200
United Artists Records	3,350
United Telefilm Records	2,100

WHO'S NEXT?
President accepts Mills' withdrawal

Sec. 4 (b) of the Communications Act has ended Edward K. Mills Jr.'s hopes of becoming a member of the FCC. Last Monday (May 16), the President officially withdrew from the Senate his nomination of Mr. Mills to serve as a commissioner until June 30, 1961.

The recall came at Mr. Mills' own request (AT DEADLINE, May 16) after he had revealed a conflict-of-interest resulting from a trust fund of which he is a lifetime tenant. First public word of the conflict came when Mr. Mills appeared before the Senate Commerce Committee for his confirmation hearing (BROADCASTING, May 2).

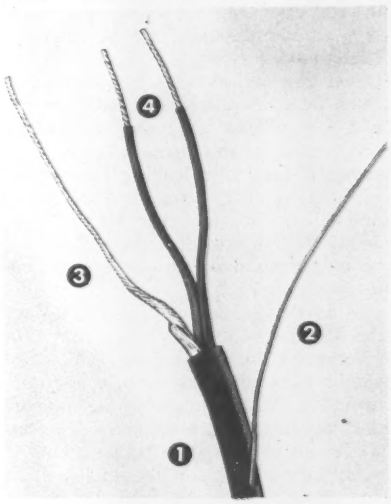
Mr. Mills' father established a trust for his two sons which is administered by a New Jersey bank. The trust owns stock in General Electric and Westinghouse which the trustees refused to sell, when requested to do so by Mr. Mills, because approximately $27,000 in capital gains taxes would have to be paid.

Sec. 4 (b) reads: "No member of the commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy. . . .

The attorney general was asked for a ruling on the conflict and, informally, he told the Senate Commerce Committee that Mr. Mills would be disqualified from serving as a commissioner as long

HARVEY'S OWN
ZIP-'N-STRIP
SF-2 AUDIO CABLE

the only cable designed and manufactured specifically for broadcast and recording applications!



- use for rack mounted components
- snaking through conduits
- general studio wiring

1. Outer plastic jacket, .180 diameter
2. Solid grounding lead makes contact with shield throughout entire length of cable
3. Spiral-wrap inner shield strips easily, eliminates broken strands, twists clean for positive, easy connection
4. Inner "hot" leads of #22 wire, twisted and tinned, color-coded red and black

IT'S EASY to see why Harvey Zip-'N-Strip cable is superior to all others. The solid ground lead makes for super-quieting while it **minimizes ground loops.** Plastic jacket zips to required stripped length instantly by merely pulling back on the solid ground lead, resulting in great savings in time — and the cost is only **$50.00 per 1000 feet!**

Mail this handy coupon for your FREE sample of Zip-'N-Strip SF-2 Audio Cable

HARVEY RADIO CO., INC.
103 West 43 Street
New York 36, N. Y.

Please send me a sample of Harvey's Zip-'N-Strip SF-2 Audio Cable

NAME_____
TITLE_____
COMPANY_____
ADDRESS_____

hrc Our 33rd Year

as he received income from the trust. When no satisfactory solution could be found, Mr. Mills asked the White House to withdraw his name.

There was active speculation in Washington last week, although few names were mentioned, as to who would be named to fill the unexpired term of former Commissioner John C. Doerfer, who resigned in March. A White House spokesman last Thursday (May 19) refused to predict when a replacement would be sent to the Senate but said it probably would not be "imminent."

Also awaiting Senate confirmation is the reappointment to a seven-year term of a second Republican FCC member, Commissioner Robert E. Lee. This has raised the question as to whether a heavily-Democratic Senate will confirm two Republican appointments to the commission in this presidential election year. In fact, one leading Republican member of the Senate privately expressed doubts that the second man could be confirmed, although he expected Commissioner Lee's appointment to go through.

It also is felt in many quarters, since the Doerfer-Mills vacancy is only for 13 months, that a present FCC staffer would stand the best chance for confirmation. Such a man, it was pointed out, would not be nearly as controversial as an outside Republican active in party circles and still would leave the new President, if he is a Democrat, free to appoint a fourth member of the commission from his own party next spring.

If the Senate does fail to confirm the President's choice, he could then make a recess appointment after Congress adjourns. Such a commissioner could serve until action is taken next year by the new Congress.

FCC tells KLEM it may lose license

George M. DeRuyter, owner of KLEM Le Mars, Iowa, was notified by the FCC last week that he stands to be disqualified as a licensee because of unauthorized operation, failure to file required financial reports, failure to reply to the commission's payola questionnaire and other violations.

In a letter to Mr. DeRuyter, the FCC said that his application for renewal of license (which the commission is treating as a new application because it was filed nine months after the KLEM license expired in February 1959) indicates the necessity of a hearing. KLEM, the commission charged, ignored repeated requests for required financial information for 1956, 1957 and 1958. The data was not filed until Mr. DeRuyter applied for renewal last November. Also ignored, the commission said, were repeated notices that KLEM was operating without authorization from February-November 1959 and that Mr. DeRuyter was operating the station's transmitter although his first class license expired June 24, 1959.

Other FCC indictments: Despite four notices, the station failed to reply to the commission's payola questionnaire; Mr. DeRuyter owes his father and father-in-law $25,000, which was not declared in the station's application, and numerous technical violations.

Mr. DeRuyter has 30 days in which to answer the charges.

Jamming increases

Russian jamming of Voice of America broadcasts has been stepped up since the U-2 spy plane incident, a VOA spokesman said last week. A combination of jamming and poor atmospheric conditions almost blotted out Voice broadcasts Tuesday, the spokesman said. There previously had been a big reduction in Soviet jamming with Premier Nikita Khrushchev's visit to the U.S. last September.

Texas owner charged with trafficking

Charges of trafficking in broadcast properties have been made to the FCC against veteran broadcaster Grady Franklin Maples, equal partner in KUKO Post and KUCO Littlefield, both Texas.

KOWB Laramie, Wyo., charged in a petition that Mr. Maples had "peddled" KGMC Englewood, Colo., for $290,000 after constructing it for a mere $24,500. The station also cited a $21,000 investment in KTNM Tucamari, N.M., which Mr. Maples is said to have "parlayed" into a $53,000 return in less than five years. Three other examples of alleged "trafficking" offences were also cited.

In answer to earlier allegations of trafficking made by KOWB, Mr. Maples stated that the "charges . . . merely constitute a substitution of the petitioners distorted judgment for the sound and consistently applied judgment of the commission as reflected in approvals of transfers and assignments over the years."

Mr. Maples' application, for a new am station on 1490 kc with 100 watts power in Laramie, is in consolidated hearing with three other applicants, none of whom seek facilities in that city.

TIGHTENING REINS FCC favors bill to control transfers

FCC legislative comments on a House Commerce Committee bill which seeks government regulation of radio-tv networks (AT DEADLINE, May 2; CLOSED CIRCUIT, May 2, April 25) and a tightening of station sale regulations, were made public last week. The bill was received with mixed emotions by the commission, which endorsed the station sales control proposal, but recommended that networks be placed under direct control of the government without license requirements.

The commission applauded the bill's intent that broadcast licenses held for less than three years may not be transferred unless an FCC public hearing establishes that the transfer would serve the public interest. This would "have a salutary effect," the FCC said, "not only in checking the practice of quick transfers by licensees tempted to traffic in licenses, but also in discouraging the entry of persons with such propensities into the broadcast field." The "only concern" expressed by the commission was that requiring "hearings in all such cases without exception may not be consonant with the public interest."

Physical disabilities incurred by licensees shortly after taking control, and in other cases "in which there is evidence of probative value in corroboration of the licensee's assertion of changed circumstances," should be exempt from hearing status, the FCC maintained.

The three year term for transfers should also include construction permits as well as licenses, the commission suggested. " . . . Our experience has demonstrated that transfers of construction permits give rise to the same problems as transfers of licenses . . ."

Sec. 310 (c) of the proposed bill which would reinstate the commission's right to consider whether the public interest was being served in a transfer of a license or permit, was enthusiastically endorsed by the commission. " . . . The commission's flexibility in its consideration of transfer applications and its discretion in developing new procedures in furtherance of the public interest will be enhanced," the FCC asserted.

No AVCO Procedure ■ The FCC made clear that it does not construe such approval as a "congressional direction to reinstitute the 'AVCO procedure,'" which provided for publicizing transfer applications and inviting new applications for consideration on a competitive basis. Rather,

it said, it will not preclude consideration of any competing application or limit considering the transferee's qualifications.

The portion of the bill which would require the FCC to announce transfers in "newspapers of general circulation and by announcements over existing broadcast stations," drew commission fire. Such announcements, the FCC stated, would "involve considerable expense . . . and should be borne by the applicants themselves under procedures promulgated by the commission."

The FCC urged that legislation make explicit that in acting on transfer or assignment applications, the "commission is not granting a license or other authorization to the proposed transferee, but is merely giving its consent to the consummation of the proposed transfer." It also asked that *pro forma* applications, (applications which seek transfer of control or assignment of licenses where there are merely changes of form rather than control) be exempt from the legislative considerations of the bill. Such applications are routine and are normally handled by the Broadcast Bureau, the FCC said.

The commission also disclosed that it had furnished the House Legislative Oversight Subcommittee last March with "a staff review of the administrative, judicial and legislative history of transfer and assignment regulation, in which are outlined past suggestions for control of license transfers." The FCC said that it will give "continuing study" to the transfer problem and said that a further study "will encompass . . . suggestions for more rigid control of transfers . . ."

Commission comments on provisions to license the networks were not so agreeable.

To license the networks, the FCC said, would assume that there is privilege involved, which is not the case, and would lead to many complex legal and administrative problems.

The commission recommended that the Communications Act be amended to require networks to file ownership reports, operation policies and practices and other necessary information.

The primary reason for licensing stations, the FCC maintained, is the shortage of spectrum space, and this consideration is lacking in network operations. Also, limiting regulation to "national networks," would leave others in "network" industry to operate contrary to the public interest, the commission maintained.

An FCC spokesman said earlier that all the commissioners were in "general agreement" on the content of the legislative comments which will be sent to the House Commerce Committee.

MORE LISTENERS THAN ALL OTHER STATIONS IN THE MARKET COMBINED

WCKY IS SOME BUY!

During the vital three hours Monday thru Friday between 6 and 9 PM, 50,000 watt WCKY reaches more than a million different homes every month . . . more homes than all the other Cincinnati stations combined. Match that reach against cost and you'll see why that WCKY is some buy!

WCKY ■ 50,000 WATTS
1530 KC ■ CINCINNATI

CATV BILL FAILS BY SINGLE VOTE

Legislation to place catv under FCC sent back to committee

The Senate by a narrow vote of 39-38 last week effectively killed for this year a bill (S 2653) to place community antenna systems under FCC regulation.

(The next day, Thursday, Chairman Oren Harris of the House Commerce Committee said he would go ahead with hearings on S 1886, a bill to license vhf tv boosters, passed by the Senate Sept. 9, 1959. Rep. Harris said he hasn't decided on dates for hearing the bill, which he had been holding while awaiting Senate action on the related catv bill.)

The Senate voted to send the catv measure back to the Senate Commerce Committee for further study after two days of floor debate at which bitter charges were frequently hurled back and forth between champions of the bill and its opponents.

Looking on in the galleries was a big attendance of catv operators, whose letters, wires and visits to senators on Capitol Hill were described by some of the catv bill's most vocal supporters as well-organized, high pressure lobbying tactics. Opponents defended these activities as entirely legal and proper.

Heading the band of dedicated senators from western and northwestern states backing the bill was easterner John O. Pastore (D-R.I.), whose Senate Communications Subcommittee has held hearings on catv, vhf booster and translator problems since 1958. Leading the opposition was Oklahoman A.S. Mike Monroney, next-ranking Democrat behind Sen. Pastore on the communications group, who along with his colleague, Robert S. Kerr (D-Okla.), introduced the prevailing motion to recommit the catv legislation.

Floor Fight ■ Sen. Kerr's dogged opposition and Sen. Pastore's equally emphatic support touched off exchanges between the two which got as near as senators usually ever get to name-calling.

The main argument by Sen. Pastore and the westerners was that catv, by invading cities which have only one tv station, can black out the station's service to viewers beyond the suburbs, including those in more distant and more remote areas who use vhf boosters to receive its programs. These are the "little people," said Sen. Pastore, and if their single station is driven off the air by a catv operation which brings in multiple programs from distant stations they are left with a complete blackout of tv service.

These catv operators "skim the cream" from the local tv station's audience, using program signals they didn't help create, Sen. Pastore said. The bill, he said, would protect from "unfair" competition only these single tv stations. An existing catv system, even in such markets, could operate at least for the three-year period of its first license, automatically granted under a "grandfather clause" in the bill, before the FCC could consider whether any economic injury to the station was against the public interest.

He warned that if the U.S. Supreme Court decides, in a case currently being considered, that catv operators must get permission to use the signals of an originating station, the catv operators "sitting in the gallery will be back here on their hands and knees asking us for help." The present mild legislation placing catv under FCC regulation would give them protection if enacted now, he said, because the FCC could be expected to restrain originating tv stations from charging catv a prohibitively high price for using their signals.

Catv may also wish it had accepted a benevolent FCC regulation of the systems as non-common carriers if individual states should decide they are common carriers and begin setting the rates they can charge, he said.

The Opponents ■ Sen. Monroney and a coalition of senators from the Southwest, adjacent southern states and easterners held that the bill would bring all the 768 catv systems in the U.S. under FCC regulation for the sake of a few one-market stations and a minority of viewers.

He acknowledged that some regulation of catv may be needed in one-station markets, but said this shouldn't require blanket licensing of all catv. This is an undue burden on catv systems, many of which are small operations, he said, hinting that the bill may be part of a plot by Washington attorneys practicing before the FCC to add 768 catv clients to their lists. Referring to statements by some proponents that they understood the National Community Tv Assn.'s attorney, Stratford Smith, had tentatively agreed in behalf of his organization to the bill with modifying amendments, Sen. Monroney denied Mr. Smith spoke for NCTA. NCTA, he said, always has been against any FCC regulation requiring licensing.

Sen. Monroney read the FCC's comments on an identical House bill (HR 11041), submitted to the House Commerce Committee last Monday (see story or box), which reiterated its earlier opposition to licensing of catv systems.

Other opponents to the bill termed it a needless encroachment by the federal government on private business, with attendant complications and confusion for small business.

Sen. Kerr, arguing with Sen. Pastore, charged that the Rhode Islander wished to make catv operators "slaves" under the FCC. A sample of one of their heated exchanges:

Pastore: The senator (Kerr) could not be more wrong than he is.

Kerr: Well the senator (Pastore) has proved that one senator can be wrong.

Senators offered several floor amendments on the bill, some minor or conciliatory and some tactical. Sen. Gordon Allott (R-Colo.) offered an amendment which would require a catv system to get permission from an originating station to carry its signals, but shortly afterward withdrew it at the request of Sen. Pastore, who said it would jeopardize passage of the bill.

How They Voted ■ When the Senate voted 39-38 to recommit the bill, Sen. Mike Mansfield (D-Mont.) immediately moved to reconsider, but Sen. Kerr moved to table such reconsideration. The Senate tabled reconsideration by a 38-36 vote.

Here is how the 77 senators present voted:

To recommit S 2653 to the Senate

IN THE HILL HOPPER . . .

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

S 3560. Sen. James O. Eastland (D-Miss.)—extend the present criminal penalties for malicious damage to government-operated communications facilities to commercial communications networks (leased lines), since "every facet of the nation's planned protection from surprise attack—from civil defense to the launching of retaliatory missiles—is dependent on commercial communication lines . . ." Reported from Judiciary Committee to Senate floor. May 17.

HR 12268. Rep. J. Arthur Younger (R-Calif.)—require the FCC, Federal Trade Commission and five other regulatory agencies to set up systems to charge fees to those served by the agencies' regulatory activities. Commerce Committee. May 17.

HR 11297. Rep. Don Magnuson (D-Wash.)—permanently amend the Communications Act to require the FCC to consult with interested persons in small communities and rural areas on problems of providing adequate tv service at reasonable cost. Commerce Committee. May 18.

FCC still opposed to catv licenses

The FCC still hasn't changed its stand of April 1959 against the licensing of community antenna television systems, the agency told the House Commerce Committee last week. The FCC comments were made Monday on a House bill (HR 11041) identical to that debated in the Senate last week and sent back to the Senate Commerce Committee (story page 84). The FCC comments were entered into the *Congressional Record* by Sen. A.S. Mike Monroney (D-Okla.), an opponent of the Senate version, during the Senate debate.

The FCC said, however, it still favors legislation requiring a catv system to get permission from the originating station to carry the signals of the local station in the area being served by a catv system and to keep the technical quality of the signal picked up from the local station comparable to those of its other transmissions.

The agency also reported that studies it made in August 1959 have led it to believe catv should be prohibited by law from carrying in advance in an area any program the local station plans to carry on a delayed basis. To carry such programs in advance of the local tv broadcast station places it at a competitive disadvantage it is unable to overcome, the commission said.

In arguing against catv licensing, the FCC said mandatory licensing may "well have the effect of requiring that a substantial, if not a complete preference be given to a local tv station against any new catv system or any enlargement of an existing one, without adequate regard to the multiple program services which would thereby be provided." The FCC added that licensing of catv would require more agency personnel and that any such legislation should be accompanied by supplemental appropriations to hire more people for the increased tasks the commission would face.

Commerce Committee:

Aiken; Bridges; Bush; Byrd, (Va.); Byrd, (W.Va.); Carlson; Clark; Cooper; Cotton; Dirksen; Dworshak; Eastland; Ellender; Fong; Gore; Hickenlooper; Hill; Holland; Javits; Johnston, (S.C.); Keating; Kerr; Long, (La.); Lusk; McClellan; Martin; Monroney; Morton; Mundt; Muskie; Prouty; Robertson; Russell; Saltonstall; Scott; Smith; Sparkman; Stennis, and Wiley.

Against recommitting:

Allott; Bartlett; Beall; Bible; Butler; Cannon; Carroll; Case, (N.J.); Case, (S.Dak.); Chavez; Church; Curtis; Dodd; Douglas; Engle; Goldwater; Gruening; Hart; Hartke; Hayden; Hruska; Humphrey; Jackson; Kuchel; Lausche; Long, (Hawaii); Magnuson; Mansfield; McGee; Moss; Murray; Pastore; Proxmire; Schoeppel; Thurmond; Williams, (Del.); Young, (N.D.), and Young, (Ohio).

FTC has hand out for increased budget

In a brief hearing before the Senate Independent Offices Appropriation subcommittee last week, the Federal Trade Commission asked for more money for the next fiscal year to handle its greatly increased work load. Among its requests was a $400,000 supplement to its original budget request for "the additional work in the radio and television field as well as other deceptive practice work."

The FTC's original request was for $7.6 million. The House granted all but $185,000 of this figure, which amounted to a $575,000 increase over 1959. Robert Secrest, speaking for the FTC, explained that applications for complaints received during the first 10 months of fiscal 1960 were 35.9% over those received during the comparable period of 1959 and 70.5% over the comparable period of 1958. He also said the FTC has only 50 more employes than in 1941, "yet in that time the gross national product has doubled, advertising expenditures exceed $11 billion, and Congress has passed five new laws that have added greatly to the duties of the commission."

Under questioning from committee chairman Sen. Warren Magnuson (D-Wash.), Mr. Secrest explained that the extra $400,000 requested for investigating and policing false and deceptive advertising would not all be allocated to radio-tv advertising, but that "the primary emphasis" would be on those media. He said the FTC has stepped up its antimonopoly and antitrust activities at request of Congress, taking care that there is no duplication of effort in this field with the Justice Dept. He further stated that conditions have changed and the work load "is vastly increased" since the commission testified before the House appropriations group in January. He added he believed if the House had been aware of these circumstances it would have granted the FTC more funds.

FCC grants five microwave protests

Five tv stations had their protests granted by the FCC last week, which designated for evidentiary hearing, the applications for microwave relay construction permits in their areas.

- WCTV(TV) (ch. 6) Thomasville, Ga., was granted its protest against Mesa Microwave Inc., to pick up programs of WMBR-TV, WFGA-TV, and WJHP-TV all Jacksonville, Fla., for delivery to a proposed catv system at Tallahassee, Fla.
- KGNS-TV (ch. 8) Laredo, Tex., was also granted the protest also against Mesa Microwave to pick up programs of WOAI-TV, KENS-TV, and KONO-TV San Antonio, Tex. for delivery to a proposed catv system at Laredo.
- KLTV-(TV) (ch. 7) Tyler, Tex., was granted its protest against East Texas Transmission Co, to pick up programs of WBAP-TV and KFJZ-TV both Ft. Worth, and KRLD-TV and KFAA-TV both Dallas, for delivery to catv systems in Tyler and Jacksonville, Tex.
- KWRB-TV (ch. 10) Riverton, Wyo., granted protest against Carter Mountain Transmission Corp., to pick up programs of KTWO-TV Casper for delivery to catv systems at Riverton, Lander, and Thermopolis, all Wyoming.
- KXLJ-TV (ch. 12) Helena, Mont., granted protest against Montana Microwave, to pick up programs of KXLY-TV, KHQ-TV, and KREM-TV, all Spokane, Wash., for delivery to a catv system in Helena.

Kintner praises tv for improving ads

A nationwide tv audience last Friday heard the chairman of the Federal Trade Commission assert that, despite all the furor over television lapses, print media probably out-ranks tv as a carrier of deceptive advertising.

Chairman Earl Kintner, appearing on CBS-TV's *Person to Person*, told moderator Charles Collingwood in reply to questioning on deceptive advertising practices: . . . "I think it's probably more prevalent in the printed area, because there is a greater volume of printed advertising. The television industry has responded magnificently to

our urging for a raising of the level of advertising in its media. I think that your Dr. Stanton (CBS president Frank Stanton) has furnished leadership and leadership of integrity to television, as have many others. And I am very pleased at the response of television, of the printed media, of advertising leaders, to our urging that the level of advertising be raised, and I think that it will. And we intend to do our job and see that it is."

Mr. Kintner reiterated his view that regulation of advertising is "the joint responsibility of both government and business."

FTC issues 72nd payola complaint

A Los Angeles record distributor has been charged with making payola payments to a radio station, as well as to disc jockeys and other station personnel of radio and tv stations. This is the third payola complaint which alleges that station management shared in under-the-counter payoffs.

In a complaint issued last week, the Federal Trade Commission charged Pacific Record Distributors paid off radio stations—as well as d.j.'s and others—for playing its records over the air.

The complaint against Pacific was one of three issued by the FTC last week. The other two are gospel music record manufacturer Nashboro Record Co., Nashville, Tenn. (Nashboro label) and distributor Portem Distributing Inc., New York.

The FTC charged that Portem also made payola payments to other personnel of broadcast stations, as well as to disc jockeys.

Respondents have 30 days to file answers to these complaints.

Last week's complaints bring to 72 the number of citations issued by the FTC against record companies and distributors in the drive to clean up the payola stench. Consent judgments have been entered in 24 cases. The FTC has informed the FCC that 110 radio stations are involved in payola transactions.

Tv's effect on majors cited at Hill hearing

The difference in tv and radio revenues received by the New York Yankees baseball club ($1,400,000) and the Washington Senators ($125,000) in 1959 gives the former an advantage in the baseball talent market, Branch Rickey, president of baseball's new Continental League, told the Senate Antitrust Subcommittee last week. He said the new league plans to pool two-thirds of tv revenues. Former Sen. Ed Johnson (D-Colo.), chairman of the Continental League's legislative committee, said he has advocated reduction of tv baseball blackouts to a minimum and compensation of "injured parties" (i.e., minor league clubs). Tv, he said, is "here to stay" and baseball must adjust to it. He is a former chairman of the Senate Commerce Committee and former president of the defunct Western League.

The subcommittee is considering a bill (S-3483) which would require tv blackouts of games in any area within a 75-mile radius if a local team in a different league were playing at the same time unless the local team gave permission for the telecast.

Guterma, Roach turn pleas to 'no contest'

Two former Mutual Broadcasting System officials, on trial for failing to register as foreign agents for the Dominican Republic reversed their previous not guilty pleas and pleaded *nolo contendere* (no contest) last week—a day and a half after the trial started in U.S. District Court in Washington.

The new pleas were submitted by Alexander L. Guterma and Hal Roach Jr. Mr. Guterma is the former president of MBS; Mr. Roach the former MBS board chairman.

The two were indicted last year for failure to register as foreign agents after they arranged a $750,000 deal with Dominican officials to disseminate Trujillo propaganda over the MBS radio network. None of the items ever appeared over MBS.

Federal Judge Joseph R. Jackson said he would pass sentence later.

Mr. Guterma is under a four years, 11 months jail sentence and $160,000 fine for stock fraud (BROADCASTING, Feb. 22, 1). This grew out of failure of his companies to file proper registrations with the Securities & Exchange Commission and the New York Stock Exchange.

The new pleas came after two witnesses had testified for the government.

$1 million suit

A civil damage suit for $1 million against a newspaper which discriminated against advertisers who used the local radio station got underway last Monday in Cleveland federal court.

The suit, filed in 1951, was instituted by WEOL-AM-FM Elyria-Lorain,

More calls for shift to all-uhf in Fresno

Echoing earlier comments approving the FCC's proposed rulemaking to shift Fresno, Calif., to an all-uhf commercial operation (BROADCASTING, May 9), replies filed last week with the commission boosted still further the proposal to make that city a uhf stronghold.

Reply comments filed by ABC; San Joaquin Valley Community TV Assn. Inc.; KFRE-TV (ch. 12) and KJEO (TV ch. 47), both Fresno; KYLD (TV ch. 17) Bakersfield; and KCOY Santa Maria all nodded in favor of the proposal. KFRE-TV Fresno, a vhf facility, said that it concurred fully with the "virtually unanimous opinion of all parties" that Fresno should be all uhf and further suggested that proceedings be instituted to convert Bakersfield, Calif. to an all-uhf operation.

The commission's proposal to re-allocate ch. 12 Fresno (now assigned to KFRE-TV) to either Santa Barbara or as an educational non-commercial facility in Fresno did not meet with such unanimous approval, however.

A reply filed by ch. 3 station KEYT (TV) Santa Barbara stated that the city had most serious limitations in its ability to support even a single tv facility and the advent of a second station in the market could very well mean that neither station would survive. But the Santa Barbara Tv Assn., comprised of businessmen and civic leaders, also filed a reply and asked that the channel be assigned to Santa Barbara and stated that the group was prepared to file an application for a station.

Thomas B. Friedman, a consulting engineer from Pacific Palisades, Calif., stated in a new comment that "the logical assignment of ch. 12 is to the Lompoc-Santa Maria area and the public interest, convenience and necessity so dictates." KCOY Santa Maria supported this position in its reply and added that the switch would meet all of the mileage spacing requirements established in the rules. Both Mr. Friedman and KCOY supported the switch to uhf for Fresno and Bakersfield.

The commission had rejected an earlier proposal by Mr. Friedman to move ch. 12 to Lompoc-Santa Maria on the grounds that the area contained a population of only 15,000 and was serviced by two other stations (KSBY [TV] San Luis Obispo and KEYT [TV] Santa Barbara). The new reply ups the area's population, based on current census reports, to 52,000 people. Mr. Friedman also notes that the two stations now servicing the area frequently carry the same programs.

Ohio, against the *Lorain Journal*.

WEOL is asking $984,000 treble damages under the Sherman antitrust laws. The station charged that the newspaper attempted to force it out of business by refusing to sell advertising space to merchants and other advertisers who used WEOL.

The newspaper was found guilty of this practice in a government antitrust suit in 1949.

The suit is being heard by U.S. District Judge James C. Connell.

Government briefs

Christmas spirit ■ A Boston record distributor has denied FTC charges of giving illegal payola to increase the sales of his recordings, asserting that the payments were merely Christmas gifts. Mutual Distributors Inc., answering March 2 charges that payments to disc jockeys and other station personnel were not in excess of $100 to any one person and constituted a public relations gesture during the holiday. At no time, the concern said, were payments made to attempt to influence exposure of records distributed by Mutual.

Portland petition ■ WCSH-TV Portland, Me. has petitioned the FCC for reconsideration of its conditional license renewal. The commission granted the renewal March 31 subject "to outcome of proceeding which looks toward reassigning ch. 6 from Bedford, Mass. to Providence, R.I., which might involve short separation with co-channel station WCSH-TV." In its petition, the station said that ch. 6 has been assigned to Portland since 1952. It further claimed that the commission's action is "arbitrary, capricious, a denial of the petitioner's rights and therefore unlawful and invalid." WCSH-TV further stated that, to the extent that its license condition seeks to "anticipate the outcome of a proceeding, it taints that proceeding with prejudice."

Seven grants ■ Construction permits for seven tv translator stations have been granted by the FCC. The Minnesota Valley Tv Improvement Corp. was granted permits for two stations to repeat programs of Minneapolis stations KSTP-TV (ch. 5) and WTCN-TV (ch. 11). Winter Garden Translator System Inc. of Carrizo Springs and Crystal City, both Texas, was granted permits to translate programs of KONO-TV (ch. 12) and KENS-TV (ch. 5), both San Antonio. Construction permits to replace expired permits for two translators were granted to the Shelby Tv Club Inc., Shelby, Mont., to repeat programs of KFBB-TV (ch. 5) Great Falls, Mont., and CJLH-TV (ch. 7) Lethbridge, Alberta, Canada. Frostburg (Md.) Community Tv Inc. was granted a construction permit to replace one expired to translate program of WMAL-TV (ch. 7) Washington, D.C.

Coast to coast ■ The first link in a proposed transcontinental radio relay system was approved when the FCC granted Western Union Telegraph Co. authority to construct a common carrier microwave radio relay system to operate in the 5925-6425 mc band between Vandenberg and Sunnyvale, both California. Western Union proposes to route the system from Los Angeles north to San Francisco, then east to Boston. When completed it will comprise about 3,700 route miles and will cost approximately $41,000,000. Western Union contemplates that public service will be available at 11 points between Los Angeles and Boston in late 1961 or early 1962.

Needs hearing ■ KBFL (TV) (ch. 39) Bakersfield, Calif., has been advised by the FCC that it has 30 days in which to request a hearing on its application for an extension of time to complete construction. The commission said that failure to request a hearing during the allotted time will mean dismissal of the application, cancellation of the station's construction permit and deletion of its call letters.

Too many spots? ■ Two FCC commissioners raised their eyebrows during a routine hearing considering the assignment of license of KWIC Salt Lake City, Utah. The assignment involved a stock transaction with no financial consideration. Commissioners Robert E. Lee and John S. Cross opposed the grant on the grounds of over-commercialization stating that the station was proposing too many spots in its program schedule. Station won the grant in a 4-2 vote.

No from Ohio ■ The Ohio Assn. of Broadcasters has gone on record against giving the FCC the right to suspend licenses. The Ohio broadcasters, in a resolution sent to the commission, said that the suspension of licenses "can only lead to censorship of programming, something which the citizens of this country do not want."

One left for ch. 9 ■ One of the two contestants for tv ch. 9, Alpena, Mich., has petitioned the FCC to dismiss its application. Gerity Broadcasting Co., whose application is in consolidated hearing with that of Lake Huron Broadcasting Corp., said that it desired to withdraw its application and that it had received no consideration from any parties in connection with the withdrawal.

A Part of Every Community Project *

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

GATES BC-5P-2
The Recognized Leader in 5 KW AM Transmitters

★ ECONOMICAL OPERATION—lower operating cost ★ A NEW SOUND—thru low distortion and wide response ★ EASY REMOTE CONTROL—no outboard devices on the front ★ COMPACT SIZE—nothing external ★ ACCEPTANCE—largest selling 5 KW manufactured today ★ READY FOR SHIPMENT—in stock for prompt delivery

HARRIS INTERTYPE CORPORATION
GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

ALL NOT EASY FOR VTR PRODUCERS

Some continue strong in field, but two quit; going is too rough

All is not a bed of roses in video tape commercial production.

The first film producer to go into the tape business—Elliot, Unger & Elliot—got out of it two weeks ago. Another Filmways Inc., quietly folded its tape arm a few months back. Both continue in film, where they started in the first place.

But all is not sackcloth and ashes, either. Such companies as CBS Television Production Sales, NTA's Telestudios, Videotape Productions and NBC Telesales in New York and KTTV (TV) in Los Angeles are in the thick of tape commercials, and are apparently happy to be there. Among them they handle the bulk of tape commercials being made today, with CBS handling the largest share. They've got problems, too, but those are related more to the growth status of the business than to basic economics.

The critical problems have developed when producers tried to wear two hats—supplying both film and tape production.

EU&E officials attribute the company's move to "simple economics." They say the company could not compete effectively, largely because their technicians and cameramen have been trained in film and require considerably more time to create a tape commercial than craftsmen experienced in the live technique. They stress that the quality of their work compares very favorably with that of the networks and other companies, which are manned by personnel versed in live production, but emphasize that "extra time means that it cost us more to make a comparable commercial."

A Dud ■ Martin Ransohoff, president of Filmways, says of television tape, "It's a bomb." The firm lost more than $100,000 before it quit taping and sold its recorder with associated camera-kine-projector equipment.

In Mr. Ransohoff's opinion, networks are virtually the only producers who "can afford to play with the thing," running tape commercial production on a "sideshow" basis. They had a technical head start of 10 to 12 years in the live-like process. While motion picture labor has made a sincere effort to catch up. it's hard to buck this reservoir of experience, he explains. Filmways let go four technicans at one time.

Some of Filmways' tape complaints: recurring equipment changes, capital costs, editing difficulty, print reproduction costs. Mr. Ransohoff feels that Ampex Corp. pushed a market that wasn't ready, whipping up advertiser and agency enthusiasm for video tape, literally forcing independents to try their hand before they had researched it adequately. The net effort was to create a demand for tv tape out of proportion to its value, in the opinion of Filmways' president. He emphasizes that he is not bitter about the experience. His firm tested a technique, found it impractical and got out. Filmways meanwhile is busy with commercials and programs in the medium its name implies.

ZIV-UA OFFERS NEW WGA PACT

Six-year writers' contract may be pattern for settling strike against film producers

A formula for ending the four-month old writers' strike against the makers of tv filmed programs might be contained in verbal agreement reached last Wednesday between negotiators for Ziv-United Artists and the Writers Guild of America's tv branch.

This new six-year proposal contains everything that is in the four-year pact offered WGA by the Alliance of Television Film Producers plus an additional two-year term in which the writers will receive a 3% increase in minimum salaries and 2% of the "absolute gross" on revenue from the sale of the tv films abroad. "Absolute gross" was said to mean total receipts from foreign telecasts without any deductions for distribution expenses or other reasons.

The agreement would be retroactive to March 31, 1960. So far as the foreign residuals are concerned, the 2% payments would apply to all firms made during the entire six years of the new pact and released abroad following March 31, 1964.

The WGA-Ziv-UA agreement also contains a novel proposal that, economically at least, would put the tv film program writers on a parity with the authors of books and stage plays. The guild and the producing company agreed to set up a joint fact-finding committee to work out as soon as possible a formula for paying writers a percentage of the domestic and foreign grosses. The writers would receive previously stipulated advances against those grosses. When the formula has been agreed on by both parties, it will take precedence over the current agreement.

The agreement between Ziv-UA and WGA was to be submitted to the annual membership meetings of the tv branch of the guild in the East and in the West Thursday evening (May 19) and WGA spokesmen were confident on Thursday that the membership would approve it overwhelmingly. The tv branch negotiating committee, the board of the tv branch and the council of WGAW already have approved the

More than a decade of Constructive Service

to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

terms, they stated.

It was pointed out that similar approval had been given the offer of ATFP (BROADCASTING, May 2) but that this offer had been turned down by the members. The guild spokesmen replied that the new plan has a better chance of success because it was conceived by WGA, who proposed it to Ziv-UA and obtained a verbal acceptance from that company's executive vice president, Maurice Unger.

Guild spokesmen also were optimistic that the new formula would not only receive approval of the tv writers but also would be accepted by the other tv film producers, who are at the moment without scripts for most of the programs for fall and which should go before the cameras in another month or two.

No word was immediately forthcoming as to the attitude of ATFP and the major motion picture companies who also are active in tv program production. It is a matter of record, however, that these producers have refused to make a better offer than that included in their proposal which WGA turned down, reportedly over this issue.

ATFP offered the guild an agreement which said that if foreign residuals were given to members of any other guild, it would accord such payments to writers on the same basis. ATFP also agreed to grant "recognition" of the writer's right to receive, in the next negotiations, payments attributable to the foreign tv market and further agreed to establish a joint study committee to explore the feasibility of revising the entire residual structure in these negotiations.

So far, the producers have stood pat on this offer and have refused to go beyond it. If they go along with Ziv-UA proposal and agree to a 2% payment of gross foreign revenue to the writers, they will have no choice but to do the same for the directors, whose new contract includes a "favored nations" clause on this point (BROADCASTING, May 16). Nor is there any doubt that the Screen Actors Guild negotiators, with whom the tv film producers are attempting to work out a new contract, would insist on foreign residuals for the actors as well.

Other major points in the ATFP offer to WGA, which is incorporated into the guild's proposal to Ziv-UA, are: an across-the-board 10% increase in minimum pay for writers; an employer-financed pension plan to which employers would contribute an amount equal to 5% of a writer's initial agreed compensation up to double the minimum.

The ATFP offer also contains a number of other "major concessions," Richard W. Jencks, ATFP president, said Wednesday (before the WGA-Ziv-UA formula had been reached). Reporting that he had "officially confirmed to WGA that the alliance remains willing to conclude a contract on the terms which were fully negotiated and agreed upon between alliance and guild committee on April 28," Mr. Jencks revealed these other concessions as follows:

(1) A completely new "speculative writing" provision which, among other things, places strict limitations on the nature and number of interviews between writers and producers in connection with writing assignments.

(2) New restrictions on the ability of producers to require writers to warrant and indemnify with respect to certain classes of claims.

(3) An extension of the geographical coverage provision.

(4) A new penalty provision calling for additional payment to a writer where a producer, after failing to exercise an option on such writer's story, engages another writer to write a teleplay based thereon.

(5) The giving up of the producer's so-called "right of cut-off" after first draft teleplay on all one-half hour teleplays other than pilots.

(6) A new provision establishing, for the first time, separate compensation for "non-commercial openings and closings" where written by a writer other than the writer of the body of the program.

(7) Writers will now share in sequel payments and other payments attributable to teleplays based on public domain material where the use of the public domain material was suggested by them.

(8) With respect to pay television, producers will be required to negotiate with the guild prior to engaging writers for films made primarily for pay television. Free television films released to pay television will be subject to negotiation of terms, but if released without agreement as to terms, the guild may cancel the free television agreement.

(9) Agreement for the first time calls for payments for remakes of television films.

(10) Recognition of the desirability of the writer's presence at script conferences and rehearsals.

(11) Increase in proportion of total payment payable on delivery of story and first-draft teleplay.

(12) Substantial improvement in

ORSM

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 23-27, 30-June 1 (6:30-7 a.m.) **Continental Classroom.**

May 23-27, 30-June 1 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

May 23-27, 30-June 1 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

May 24, 31 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

May 24, 31 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

May 25, June 1 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

May 25, June 1 (9-10 p.m.) **The Perry Como Kraft Music Hall,** Kraft through J. Walter Thompson.

May 26 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 27 (8:30-9:30 p.m.) **MD U.S.A.,** Smith, Kline & French Labs through Doremus-Eshleman Co.

May 27 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

May 28 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

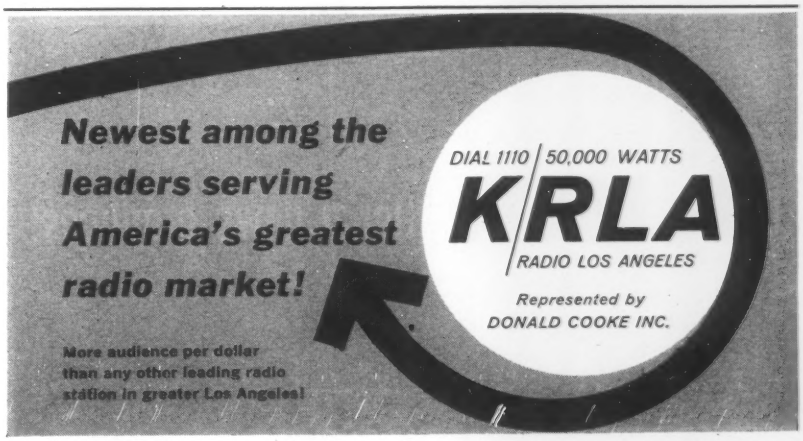
May 28 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

May 28 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

May 29 (8-9 p.m.) **Music On Ice,** sustaining.

May 29 (9-10 p.m.) **The Chevy Suspense Show,** Chevrolet through J. Walter Thompson.

May 30 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by DONALD COOKE INC.

various provisions relating to writers' credits.

Referring to his letter to WGA, Mr. Jencks declared: "It is not the policy of the Alliance to play 'cat and mouse' with the matter of the acceptability of a proposal which we were previously willing to accept. We do not expect to make either a better deal or a worse deal than that which was hammered out in good faith negotiation with the guild's negotiating committee."

On Monday (May 16) the WGA Screen Branch turned down an offer of the Alliance of Motion Picture Producers to settle the guild's strike against them. Like that against the tv films, the writers strike against theatrical pictures has gone on since Jan. 16. Major issue here is pay tv.

On one other front, the National Labor Relations Board has issued a complaint charging unfair labor practices against ATFP for refusal to bargain with the Screen Extras Guild individually. SEG's contract with ATFP expired April 2, 1959. Hearing on the complaint is set for June 20.

NBC-TV colorcasts 920 hours this year

NBC-TV will program 920 hours in color this year, up 27% over 1959, according to Paul Klempner, color sales executive at NBC-TV. He spoke in Las Vegas at RCA dealer and distributor meetings. He said color programming in some markets is up to 50 hours a week, and that the summer tv network color schedule is 16% over last year. Other statistics: 98 out of every 100 homes are within the coverage areas of 350 color-equipped stations. He said the first week in November this fall will have 21 hours of color, against 16 hours last year—up 31%.

RCA President John Burns told western distributors in Las Vegas, Nev., May 18, that an RCA Advanced Styling Center will be established this year, while the Advanced Engineering Center is already in operation at the David Sarnoff Research Center in Princeton, N.J. He said the styling center would develop new concepts of design and technology for home instruments as far ahead as 1970.

Survey shows trends in video tape rates

Video tape rate practices still show such disparity at tv stations throughout the country that meaningful averages cannot be drawn, but some general trends now are apparent, Bob Day, sales development manager of the video products division of the Ampex Professional Products Co., said last week. His division has completed a second survey of rate practices, similar to that conducted a year ago.

Perhaps the most significant trend shown was that fewer stations now charge for on-air playback of the video tape commercial or program than did a year ago. Mr. Day interpreted this to mean that more stations now consider on-air tape playback is comparable to the use of their camera chains for on-air playback of film spots or programs. The 1960 survey showed that only 20.48% of the respondents charge special fees for on-air playback as against 37.5% in 1959. Fees set by those that do charge ranged from $2 to $25 per spot and up to $100 per hour (New York) for programs.

The 1960 survey showed more stations now have commissionable charges than a year ago, 69.75% now as against 57.89% in 1959. There also has been a slight increase in the practice of charging straight time for recording sessions (39.08% as against 37.77%) and a slight decrease in the practice of making per-recorded-unit charges (60.29% as against 62.23%). Straight-time recording fees range from $15 to $100 per 15 minutes, but some charge on a half-hour base ($30 to $194) and others charge on an hour base ($60 to $110). Per-recorded-unit fees range from $15 to $100 per spot.

The 1960 survey showed a slight dip in the number of stations which charge storage rental fees for spots or programs retained on a tape for long periods of time such as a week, month or 13-week cycle. Less than one out of five stations make such charges, however. Splicing, editing and dubbing fees also continue to range widely, the 1960 survey showed.

Indianapolis race gets big coverage

More than 114 hours of broadcast time is being allocated by WFBM-AM-TV Indianapolis for coverage of the Indianapolis 500-mile auto race and related events.

The stations' "Speedway Schedule" began May 1 and is building in intensity toward the big Memorial Day marathon. Shows in color from trackside have been aired frequently from 5:45-6 p.m. As the qualifying trials come up, WFBM-TV brings them to the viewers. The station has reported plans for more than 114 hours of broadcast time will be devoted to the festivities. It is dispatching a 40-man crew to handle remote broadcasts and telecasts and using equipment costing some $400,000. RCA-NBC's color mobile remote unit, used this winter to bring horse racing from Hialeah, Fla., has been shipped to Indianapolis for the trackside remote and for complete coverage of the $50,000 500-Mile Golf Tourney.

In addition to auto-race color and background, parties for participants, featuring interviews with the racers, are scheduled. The victory dinner will be shown on television the day after a one-hour review of the race's highlights. The entire 500 will be carried on radio, sponsored by Carling's beer.

Disney reports loss

Consolidated operations of Walt Disney Productions for the 26 weeks ended April 2, 1960, showed a loss of $90,485, equal to 6¢ a share, after an income tax credit of $95,000, Roy O. Disney, president, reported to stockholders last week. In the corresponding 27-week period ended April 4, 1959, Disney had a net profit of $906,485, equal to 57¢ per share. Total gross for the recent six-month period was $18,805,820, compared to $23,430,211 for the same period of last year.

Most of the loss is attributable to a drop in tv income from $7,626,370 a year ago to $2,894,843, due to legal troubles with ABC that kept *Zorro* and *Mickey Mouse Club* off the air.

IMPROVISATION

Radio-tv win acclaim with Summit coverage

Though Summit diplomacy suffered a major setback in Paris last week, broadcasting took a major step forward as it demonstrated its ability to provide unparalleled public service coverage of important news events. Improvised radio-tv coverage, after Russian Premier Nikita Khrushchev tossed his monkey wrench into the proceedings, brought widespread viewer and critical acclaim in a day when broadcasters are more accustomed to brickbats than roses.

Not counting coverage of President Eisenhower's arrival in Washington Friday, and possible coverage of Premier Khrushchev in East Berlin, networks carried 28 hours and 40 minutes of special Summit programs. BROADCASTING's count:

ABC Radio—1:05	ABC-TV—2:15
CBS Radio—8:10	CBS-TV—6:40
NBC Radio—2:10	NBC-TV—5:20
Mutual—3	

As a climax to the Paris events, all the networks provided live coverage of President Eisenhower's return to Washington, Friday afternoon. Network representatives in West Berlin were trying at the same time to get coverage of a news conference scheduled by Mr. Khrushchev for 5 p.m. (EDT) Friday.

The hectic week of Summit coverage started last Monday morning with the radio-tv bulletins on the Khrushchev announcement that the invitation to President Eisenhower to visit Russia had been withdrawn. Coverage rose to a peak Wednesday when the much-publicized Khrushchev news conference was carried on radio and television. Tapes of the Wednesday morning sessions were flown in takes by jet to the U.S. and telecast late that night on all three tv networks.

New production firm

A new company in the packaging, production and film distribution business has started operations in New York. Herman Rush, formerly president of Flamingo Telefilm Sales Inc., announced the formation of Herman Rush Assoc. at 50 W. 57th St.

MR. RUSH

The new company is reported to have substantial interest in Heritage Productions Inc., packagers and distributors of Roy Campanella's radio-tv series, *Campy's Corner*, and *The Adventures of Willie Wonderful*, a cartoon series. Mr. Rush will take an active part in the sales and financing activities of the Heritage operation.

Negotiations are said to be in progress for acquisition of additional product. Rush Assoc. will also be engaged in real estate development and investment in Arizona, it was announced. Additional offices will be maintained in Phoenix and Hollywood.

Khrushchev makes his point ■ The Soviet premier's unprecedented news conference Wednesday (May 18) was carried in its entirety, unedited, by both CBS-TV and NBC-TV that night. ABC-TV carried an edited 45-minute version. This picture was taken off the tube at CBS-TV in New York.

■ Program notes

Volksfilm ■ Marathon Tv Newsreel, N.Y., has completed a 26-minute color documentary on world trade for Volkswagen. Titled "The Give and Take," it is being distributed free to tv stations by Modern Tv, 3 E. 54th St.

Intranecine syndication ■ KDKA-TV Pittsburgh has syndicated a local program for release to the other Westinghouse Broadcasting Stations. *Funsville*, described as an "all-family morning program . . . produced around a mythical town of the same name, "debuted on KYW-TV Cleveland May 16. Other Westinghouse stations are also expected to use the sponsored series. Next on KDKA-TV's syndication agenda is a physical fitness program starring exercise expert John Hills, which the station reports is very popular in Pittsburgh.

NBC in Rose Bowl ■ NBC has obtained exclusive radio-tv rights for the next two years to the New Year's Day Rose Bowl Games in Pasadena, Calif. A contract between NBC, the Pasadena Tournament of Roses Assn. and the Athletic Assn. of Western Universities was announced May 16. The Gillette Safety Razor Co., sponsor of the dual tv-radio coverage on NBC the past nine years, will continue sponsorship as part of its *Gillette Cavalcade of Sports* series.

ATTENTION
STATION MANAGERS

SAVE MONEY with MAGNE-TRONICS' TAPED programs for AUTOMATIC BROADCASTING

MAKE MONEY with MAGNE-TRONICS' BACKGROUND MUSIC for FM multiplex stations

for complete details write to

MAGNE-TRONICS, INC.
Dept. I. 49 W. 45th St., N.Y. 36, N.Y.

'Small World' tops NAFBRAT honor list

CBS-TV's *Small World* won "program of the year" honors in the eighth annual national awards of the National Assn. for Better Radio and Television. The awards for 1959 programs were announced last week by NAFBRAT President Clara S. Logan. Special awards went to Standard Oil Co. (New Jersey) for its sponsorship of *The Play of the Week* and for its "hands off programming" policy; to CBS-TV for *Look Up and Live*, and to CBS Radio for *The Hidden Revolution* for program excellence and public service contribution.

A complete list of awards and categories follows:

TELEVISION—Drama: **Hallmark Hall of Fame**, NBC. Entertainment: **Bell Telephone Hour**, NBC. Adventure and Travel: **Bold Journey**, syn. Family situation: **Father Knows Best**, CBS. Comedy: **Art Carney Show**, NBC. Education: **Our American Heritage**, NBC., News analysis: **Howard K. Smith**, CBS. Interviews: **Small World**, CBS. Popular Music: **Perry Como's Music Hall**, NBC. Classical music: **Leonard Bernstein Program**, CBS. Public service: **Eyewitness to History**, CBS. Children's program: **Capt. Kangaroo**, CBS. Teenagers' program: **G.E. College Bowl**, CBS. Daytime program: **Continental Classroom**, NBC. Best new program: **Ford Startime**, NBC. Television program of the year: **Small World**, CBS.

RADIO—Entertainment: Family Theater, MBS. News: **Edward P. Morgan**, ABC. Education and information: **Hidden Revolution**, CBS. Music: **Metropolitan Opera**, CBS. Children and teenagers: **College News Conference**, ABC. Interviews and discussion: **Face the Nation**, CBS. Daytime program: **Couple Next Door**, CBS. Public service: **Image Series**, NBC. Agriculture: **National Farm and Home Hour**, NBC.

Why local tv covers the big show

Why should a television station go to the expense of sending a newsman to the political conventions when it can get blanket coverage from its network by merely throwing a switch?

The Corinthian group, which is sending a 13-man news staff to Chicago and Los Angeles this summer has several good answers to that question:

- Coverage of the local angle.
- Development of the skills of station news personnel.
- Enhancement of the authority and stature of Corinthian newsmen in their own communities.

Johnston F. Northrop, Corinthian's administrative vice president admits that the convention coverage will be a costly and time-consuming effort. He says the plan will be the first of many group operational ventures in the news field.

Each station will attempt to bring a regional and local flavor to its handling of the convention story. This will be done through reports based on reactions of home state delegations to convention political developments. The special local coverage will be in addition to the complete convention coverage of CBS.

The Corinthian stations are: KOTV (TV) Tulsa, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, KHOU-TV Houston and KXTV (TV) Sacramento. Each station hopes to sell the coverage as a package to an advertiser in its respective market.

MR. LAND

MR. NORTHROP

Corinthian's convention news team will be a combination of station and headquarters personnel. From the stations will be five news directors and the cameramen with whom they will be teamed. News directors are: Richard Hickox, WISH-TV; Dan Rather, KHOU-TV; Roger Sharp, KOTV (TV); Hank Thornley, KHOU-TV program manager. Walt Jones, KOTV studio supervisor was named technical supervisor. Editorial director and group co-ordinator will be Herman W. Land, special projects head for Corinthian. Corinthian President C. Wrede Petersmeyer, now on vacation in Europe, expects to joint the team in a supervisory and reportorial capacity.

■ Film sales

Three Stooges (Screen Gems)

Sold to WGN-TV Chicago; KTTV (TV) Los Angeles; WXYZ-TV Detroit; WGR-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; WTVR (TV) Richmond, Va.; WTOL-TV Toledo, Ohio; KVAR-TV Phoenix, Ariz.; KOMO-TV Seattle; KUTV (TV) Salt Lake City; and KGUN-TV Tucson, Ariz.

Now in **165** markets.

Ten-Twenty (pocket billiards show) Morton Productions, Chicago. (First listing.)

Sold to WXYZ-TV Detroit, Mich.; WKRC-TV Cincinnati; KTVI (TV) St. Louis, Mo.; WTVP (TV) Decatur and WREX-TV Rockford, both Ill.

Home Run Derby (Ziv-UA)

Sold to KONA (TV), Honolulu; WOOD-TV Grand Rapids-Kalamazoo; KOTA-TV Rapid City, S.D.; KDUH-TV Hay Springs, S.D. General Electric, for WFAA-TV Dallas-Fort Worth; Carling Brewing, KOCO-TV Oklahoma City; Humboldt Savings and Loan for KVIQ-TV Eureka, Calif.; Cliff Clark's Appliances for WSPD-TV Toledo; Vanes Appliance and Furniture Co. and Glovers Dodge Inc., alternating on WCSC-TV Charleston, S.C. Also sold to Silver State Cadillac, KRDO-TV Colorado Springs-Pueblo, and Cloverleaf Motors, WPTA(TV) Fort Wayne, Ind.

Now in **159** markets.

Almanac (Official)

Sold to WOR-TV New York.

Now in **75** markets.

Tales of the Vikings (Ziv-UA)

Sold to Kern's Bread for WCBY-TV Bristol, Tenn., and WKYT-TV Lexington, Ky.; Fels Naptha Soap for WRC-TV Washington, D.C., and KRON-TV San Francisco, and Gordon's Bread for KABC-TV Los Angeles.

Now in **130** markets.

Life of Riley (California National Productions)

Sold to WTVJ (TV) Miami; KYW-TV Cleveland; WTCN (TV) Minneapolis; WHBF-TV Rock Island, Ill.; WHIZ-TV Zanesville, Ohio; WTTV (TV) Indianapolis; KNOE-TV Monroe, La.; WJRT (TV) Flint, Mich.

Carolina photo awards

Bill Gordon, cameraman for WFMY-TV Greensboro, S.C., was selected Southern television photographer of the year at the annual short course in press photography sponsored by the Carolinas Press Photographers Assn. The selection, based on accumulative point total from five categories, was awarded to Mr. Gordon on the basis of first place victories in the feature and sports divisions along with a third place in the feature class.

Another outstanding individual performance resulted in Joe Epley, a first year man at WLOS-TV Asheville, N.C., coming away with awards in three categories (first in general news, second in features and third in spot news). WSOC-TV Charlotte, N.C., received overall top honors as its news team collected nine of a possible 30 points with more than 200 cameramen from all over the South competing.

Other awards: spot news movies, WBTV (TV) Charlotte; feature movies, WFMY-TV, and sports news movies, WFMY-TV, Greensboro, S.C.

L.A. CONVENTION ASSIGNMENTS

Radio-tv space, pooling jobs revealed

Assignments of space in the Los Angeles Sports Arena and Biltmore Hotel for the news media representatives covering the Democratic National Convention to be held July 11-15, have been announced by J. Leonard Reinsch, executive director of the convention.

In the arena where the convention sessions will be held, the tv and radio networks have been given space on the ground floor surrounding the delegates section: ABC in the northwest section, CBS in the southwest and NBC in the southeast. Each of these networks will spend approximately $250,000 in equipping their sections. They will contain space for newsrooms, makeup, previews, audio maintenance, art work, dark rooms, film editing areas, engineering operations, transmissions, video control, client and executive offices, plus radio studios and control rooms. MBS, for radio only, will have space to the left of the north entrance to the convention floor.

About 950 of the 5,500 men and women covering the convention for newspapers, magazines and newsreels as well as the broadcast media will be on the floor of the convention, along with cameramen occupying eight platforms. Around the perimeter of the delegates section, along with the networks, will be located 12 sound studios for independent radio and tv organizations. Their locations have been assigned by the Radio Gallery in Washington, D.C.

As it was in 1956, television from the floor will be handled on a pool basis, Mr. Reinsch said. ABC won the straw pulling contest for video and CBS for audio both radio and tv. Ted Grenier, chief engineer, ABC Western Div., will be the video engineer for ABC, and Gil Wyland, studio operations manager, CBS, West Coast, will be audio engineer.

Pool Arrangements ■ The six tv cameras on the floor, to be supplied by ABC, will feed pictures of the convention into six monitors in the tv pool control room directly behind the rostrum, adjoining the ABC studios. There, the pool producer, director, assistant director, technical director, audio and video engineers and light direction engineer will work. One picture will be selected for feeding to all three networks; each network director will decide whether or not to take the pooled feed at any particular time. The networks will all contribute manpower and equipment to the pool and will share the costs evenly.

A two-floor installation in the arena itself and a 12,000 square feet media pavilion next to it will be occupied by news media, communications services, photo labs and the like. In the area adjacent to the north stairs there will be a studio for interviews by the independent tv and motion picture newsreel. A convention innovation will be three post office substations, two in the arena, one at the Biltmore. There will also be two lounges in the arena, an airlines lounge for delegates and a railroad lounge for media representatives only.

The networks' hotel assignments are: ABC, Rooms 3200-14; CBS, Rooms 3305-21; MBS, Rooms 3100-04; NBC, Rooms 3105-21. These rooms are located on the third floor of the Biltmore, but in various wings of the building.

NBC also has been given space in the foyer of the ballroom for use in the early morning hours, to produce the *Today* program.

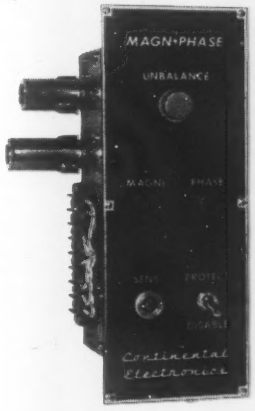
News media headquarters will be set up in the Biltmore Bowl and the Rex Room just below it, Mr. Reinsch announced. "On the floor of the bowl," he said, "will be set up an ideal joint news conference area. The person being interviewed will speak from what normally is used as the band platform. In front of him we will have 250 seats—as many as at the White House news conferences—for the men and women of the press and broadcasting. On what normally is tier one, we have six fixed camera positions. The still photographers, too, will have plenty of room for their 'just one more'."

Some newspapers and news magazines have been assigned space in the bowl for their working newsmen. Others, including the Associated Press and United Press International, will be housed in the Rex Room, down the escalator from the bowl. Here too will be located the news crews of WTOP-AM-FM-TV Washington, D.C., and KLAC Los Angeles, as well as Hearst Tv/News. There will also be a general press room for use by all correspondents.

Recording merger

Merger of Radio Recorders, Radio Recorders Equipment Co. and MP-TV Services with Universal Recorders, all of Hollywood, into a new company, Radio-Universal Recorders, was announced Thursday (May 19). New firm will open a new studio at Sunset and Highland in Hollywood, built at a cost of more than $500,000 and said to be

MAGNIPHASE



LINE PROTECTION SYSTEM

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults.
MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

write for full details today

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

LOOK AT THE STARS
And See Where KMSO-TV Stands
CBS***NBC***ABC
58,475 TV HOMES

★ MISSOULA—definitely a "Preferred City" as market prospers and Bank Debits reach +20%, (highest of all Montana cities).
★ 12 STARS out of past 17 Months—indicating one full year of "better than average" business performance—the place to advertise.
★ MISSOULA—leads all other Montana cities in "High Spot-Preferred Cities" with a city index of 109.6 (1960 over 1959).
★ KMSO-TV'S WESTERN MONTANA MARKET is "greatly extended" by 18 Community Boosters. Coverage includes Missoula, Butte, Anaconda, Deer Lodge, Hamilton, and Kalispell.

KMSO TV
MISSOULA, MONTANA

NATIONAL REPRESENTATIVES
FORJOE TV, INC.

the largest and most modernly equipped studio in the field of recording. It will offer recording on tape or disc, stereo as well as monaural, editing and pressing, magnetic film recording, dubbing, slide films and a complete sound on film service.

Desilu has plans for biggest year

Desilu Productions is looking forward to the heaviest production year in its history. A theatrical feature film, "The Facts of Life," has been added to a minimum of 18 tv series, six as producer, 10 below-the-line and two rental units. Desi Arnaz, president, said last week that gross product value of film to be turned out for tv, theatrical, industrial and commercial use will total some $35 million. Tv production alone for the 1960-61 season will represent the equivalent of 704 half-hours, up 104 from last year. Several new series still in negotiation could raise the tv figures to 23 series representing 937 half-hours.

Series now scheduled for fall production are (produced by Desliu): *The Untouchables, Ann Sothern Show, U.S. Marshal, Grand Jury, Harrigan & Son* and *Guestward Ho!;* (filmed by Desilu—below-the-line): *Danny Thomas, Real McCoys, Angel, My Three Sons, Wyatt Earp, Pony Express, Press Time, Andy Griffith Show, Barbara Stanwyck Show* and *Jack Benny Show;* (filmed at Desilu-rental): *Lassie* and *Miami Undercover.*

The studio will start work this month on its first theatrical movie, "The Facts of Life," starring Lucille Ball (who recently divorced Mr. Arnaz and is still half-owner of the studio) and Bob Hope. Norman Panama and Melvin Frank will produce for United Artists release. A full schedule of commercials, both black-and-white and color, is also in the works.

Broadcast Advertising

Herbert S. Laufman promoted from vp to executive vp and continues as radio-tv director at R. Jack Scott, Chicago agency. **Hiram Strong** and **Albert J. Myers,** account executives, elected vps.

Richard E. Hodges Jr. and **Richard E. Gunn** both appointed vps of Liller, Neal, Battle & Lindsey Inc., Atlanta. Mr. Hodges is pr director and account executive and Mr. Gunn is senior art supervisor in Richmond office.

FATES & FORTUNES

MR. GOTTLIEB

E.D. Gottlieb, formerly of Revlon Products and for 11 years account executive at Foote, Cone & Belding, has formed his own New York advertising agency, E.D. Gottlieb Co. Clients include Maxwell Textiles, Governor Television, Tudor Films, KXLW St. Louis, Anita Modes, Whitley-Tailleurs, E. Braun & Co., Fred Ahlert Music Corp., Green Leaf Records and Millbrook Insurance Co. E.D. Gottlieb Co. location is 75 E. 55th St. in New York City.

Joseph Lamneck, formerly general manager of tv for Warner Bros., N.Y., joins Donahue & Coe, that city, as director of radio and tv, commercial division.

Edward Sherry, creative consultant to advertising agencies in New York and Chicago, appointed creative director of Los Angeles office of Doyle Dane Bernbach. Previously, he had been with J. Walter Thompson.

Daniel Borg, formerly of Grey Adv., N.Y., and **Rudy Baumohl,** formerly of Lennen & Newell, N.Y., join Cunningham & Walsh, that city, as media buyers.

Jane Nelson, formerly media director of Walker Saussy, Los Angeles, to Charles A. Mottl agency, that city, as media buyer.

Clifford C. Lubkert, manager of home office tv-radio communications center, McCann-Erickson, N.Y., named assistant treasurer and director of facilities planning.

Elias (Bud) Baker, formerly of Lennen & Newell, N.Y., joins Doyle Dane Bernbach, that city, as account supervisor.

R. Glenn Wilmoth, media supervisor, Dancer-Fitzgerald-Sample, N.Y., promoted to associate media director. **James Hunter,** media buyer, becomes supervisor.

Mrs. Helen Ver Standig, executive vp and media director of M. Belmont Ver Standig Inc., Washington, named 1960 Advertising Woman of the Year by Women's Advertising Club of Washington.

Maria Carayas, formerly with Hilton & Reggio, N.Y., joins Kudner Agency, that city, as radio-tv timebuyer.

Walter L. Tillman, manager of Philadelphia edition of *TV Guide,* elected president of Television & Radio Advertising Club of Philadelphia for 1960.

Theodore S. Repplier named recipient of 1960 Advertising Federation of America Award for Public Service. He is president of Advertising Council, Washington, D.C. **Graham Patterson,** publisher and chairman of board of *Farm Journal,* Philadelphia, will also receive award.

Charles Vanda, vp in Hollywood office of J. Walter Thompson Co., resigns to concentrate on producing. He wrote *Markham* series and worked on *Milton Berle, George Gobel* and *Jack Benny* shows.

James F. Mackin, formerly with Anderson-McConnell, Los Angeles, and **Robert B. Sabin,** both named account executives at Erwin Wasey, Ruthrauff

KCMC-TV
TEXARKANA, Texas-Arkansas
The DOMINANT ABC Primary in 156,660 TV homes of the 4-State Corner
STILL GREATER APPEAL from the DOMINANT STATION with the POWERFUL ABC shows Plus THE CREAM OF CBS
Maximum Power Channel 6
WALTER WINDSOR, Gen. Mgr.
Represented by
VENARD, RINTOUL & McCONNELL, Inc.
Clyde Melville Co.—Southwest
James S. Ayers Co.—Southeast

★ CHARLTON HESTON
★ SHELLEY WINTERS ★ TONY CURTIS
Among the guests this week on
DICK STROUT'S
Internationally syndicated
'YOUNG HOLLYWOOD'
Harry S. Goodman Productions, Inc.—NYC
19 E. 53rd St., New York 22, N. Y.
PLaza 5-6131

& Ryan, Los Angeles.

Charles C. McNaull, formerly product manager for Lever Bros., N.Y., joins Lennen & Newell, that city, as account executive on Best Foods.

John DuBois, formerly account executive in Los Angeles office of Kenyon & Eckhardt, to Hixson & Jorgensen, that city, in similar capacity.

Joye Henning joins Art Blum, San Francisco advertising and pr firm, as account executive.

John Pesick, radio-tv director for W.E. Long, Chicago advertising agency, named account executive for eastern U.S. territory.

J.H. (Jack) Gainey joins Cox & Jackson, Charlotte, N.C., advertising agency, as account executive.

Kenneth Menken, brand manager, Lehn & Fink, N.Y., joins Foote, Cone & Belding, that city, as account executive on Air-Wick for Lever Bros.

Barbara E. Jones, formerly of L.H. Hartman Co., N.Y., joins Charles W. Hoyt Co., that city, as account executive on Vita Foods.

Edgar A. Falk, formerly pr director of Ritter, Sanford, Price & Chalek, N.Y., joins pr department of BBDO.

Richard K. Arnold, formerly vp of Consultants Inc., San Francisco, joins creative staff of Guild, Bascom & Bonfigli, that city.

Georg Olden, director of graphic arts for CBS-TV, joins tv department of BBDO as group art director.

The Media

Oliver Treyz, president of ABC-TV, elected to board of directors of American Broadcasting-Paramount Theatres Inc. Mr. Treyz has been president of ABC-TV since 1958.

Daniel C. Libeg, formerly with WCSS Amsterdam, N.Y., appointed manager of KOYN Billings, Mont.

James M. Kent named assistant manager of WSIX-FM Nashville, Tenn.

Jules C. Blum, formerly national sales manager of WDAS Philadelphia, to WJW Cleveland as sales manager. Mr. Blum previously was with WIBG Philadelphia.

Robert Warner, general manager of KMON Great Falls, elected president of Montana Broadcasters Assn., succeeding Mrs. **Charlotte Brader,** general manager of KOJM Haver. **Dale Moore,** owner of KGVO Missoula, KCAP Helena and KBMN Bozeman, named vp.

John S. Shott, WHIS-TV Bluefield, elected president of West Virginia Broadcasters Assn. **Paul Myers,** WWVA Wheeling, elected vp and **Mel Burka,** WTIP Charleston, secretary-treasurer.

MR. PATTERSON

Wade S. Patterson, formerly account executive KSTP-TV, St. Paul, appointed general sales manager of new KSOO-TV, Sioux Falls, S.D., which is scheduled to go on air around July 1. Patterson previously was general manager of KCRG-AM-TV Cedar Rapids, Iowa.

Kenneth Hastie, WMT Cedar Rapids, elected president of Iowa Broadcasters Assn., succeeding **Paul Loyet,** of WHO Des Moines. Others officers: **Robert Erickson,** KOKX Keokuk, vp; **Paul Elliott,** KRNT Des Moines, treasurer; **Glen Stanley,** KBOE Oskaloosa, broad member at large, and **Jim Duncan,** Drake U., executive secretary.

MR. REITZEL

Bok Reitzel, formerly commercial manager of KABL San Francisco, named to newly created position of director of European operations for McLendon Stations with headquarters in Paris. Mr. Reitzel previously was with CBS in various capacities.

MR. BROWN

Martin Brown, assistant treasurer, American Broadcasting-Paramount Theatres and ABC, N.Y., elected treasurer of AB-PT. Mr. Brown joined AB-PT and ABC last year, after serving as manager, N.Y. office, Price Waterhouse & Co. He continues duties as assistant treasurer of ABC.

Dr. Harry J. Skornia announces resignation as president of National Assn. of Educational Broadcasters effective this fall. He plans to devote full time to teaching radio and tv in U. of Illinois' Journalism and Communications College.

MR. WINDATT

Richard D. Windatt, formerly New York banking executive, joins Wometco Enterprises, Miami, as vp in charge of financial control. Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., and 47½% of WFGA-TV Jacksonville, Fla., as well as 22 theatres in southern Florida.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WEST COAST

Fulltime radio station in one of fastest growing areas in U.S. Good ownership income on annual gross in excess of $300,000.00. Sale of stock includes good real estate plus cash and receivables.

WESTERN STATE

This fulltime radio facility is located in one of the sunny growth states. Presently breaking even but capable of doing much better. Sale includes $20,000.00 land-building, accounts receivable and small tax loss carry forward. Total price $80,000.00—with $23,000.00 down and balance over ten years. **$80,000**

MIDWEST

Tremendously successful midwest fulltime station in market of some 70,000 people. Station is grossing approximately $200,000 annually and can easily show cash flow of $50,000 annually with absentee ownership. Price is $290,000 with minimum down payment of $125,000. Some net quick assets go with deal. **$290,000**

SOUTHWEST-FM

Located in large market. Doing well—Sales Management five year population forecast around 600,000. Operated 18 hours daily. Opportunity to buy at less than installation cost—a facility with a future. $40,000.00. **$40,000**

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

William E. Johnson, KYNT Yankton, S.D., elected president of South Dakota Broadcasters Assn., succeeding **Donald D. Sullivan,** WNAX Yankton. Other officers: **Helen S. Duhamel,** KOTA Rapid City, vp, and **James Slack,** KUSD Vermillion, reelected secretary-treasurer.

MR. COLVIG

Byington F. Colvig appointed manager of new Los Angeles office of Harrington, Righter & Parsons, tv station rep firm. Mr. Colvig formerly was with Blair-Tv and before that, with CBS-TV Spot Sales, Chicago and New York.

Gail Thomas, formerly with H-R Television, N.Y., joins Broadcast Time Sales, that city, as administrative assistant to Carl L. Schuele, president and general manager.

Alex Keese, manager of WFAA-AM-TV Dallas and district director of NAB, has been selected winner of Muzak Golden Ear Award for 1959. Award is presented to franchiser whose achievements in national, state or community affairs mark him as outstanding citizen in Muzak Corp.

Don Mozley, news director of KCBS San Francisco, elected chairman of California Associated Press Television-Radio Assn., succeeding **Milt Fishman,** news director of ABC, Los Angeles. **Pat Higgins** of KFSD-AM-TV San Diego named vice chairman.

Roy Nilson, formerly manager of WKKO Cocoa, to WLCY Tampa-St. Petersburg, all Florida, as operations manager. Other appointments: **George Collins,** news director; **Harry Wagner,** publicity director; **Marshall Cleaver,** host; and **Frank Lynn, Bob Curry, Ralph Hughes** and **Murph McHenry,** all air personalities.

Don Saraceno appointed assistant midwestern sales manager of Blair-TV. He has been account executive for last eight years.

James L. Howe, president-general manager, WIRA, Fort Pierce, Fla., has received special Weather Bureau public service award for instituting development of Florida Fm Defense Network used for hurricane and severe storm warnings. Presentation will be made at June 16-18, Jacksonville, Fla., meeting of Florida Assn. of Broadcasters. Mr. Howe was chairman of State Industry Advisory Committee at time he developed 10-station fm defense net; he is now vice chairman.

MR. FAIRCLOTH

Arthur T. Faircloth, in sales department of WRC-TV Washington, appointed sales manager. He has been with station since 1952. He will report to Tom Paro, director of sales.

John H. Murphy, formerly account executive with KQV Pittsburgh, to KDKA, that city, in similar capacity.

John F. Mahoney, formerly district sales manager of Capper Publications, appointed account executive at ABC Radio Network Central Div., succeeding **Edward Bishoff,** promoted to sales manager.

Eugene Lilly, formerly news director of KBLR-TV Goodland, Kan., to KREX-TV Grand Junction, Col., as production director.

Florien J. Wineriter named program director of KALL Salt Lake City, succeeding **Phil Nolan.**

Stu Wayne, air personality with WFIL Philadelphia, promoted to music director.

Fred Rocklin, formerly producer-director of WLWI (TV) Indianapolis, to WMBD Peoria, Ill., in similar capacity.

MR. MORGAN

Richard Morgan, commercial manager of WPTA (TV) and WPTH (FM), both Ft. Wayne, Ind., named acting general manager. **Ralph Latham Jr.** appointed local sales manager for both stations.

Donald H. McGannon, president of Westinghouse Broadcasting Co., to receive second annual Liberty Bell Award from Philadelphia Television and Radio Advertising Crowd for "Outstanding and continuing dedication to creative informative public affairs programming."

Elmer G. Muschany, business manager of KXOK St. Louis, appointed director of public affairs. **Bruce Hayward** joins KXOK as air personality.

Bill Gormly, formerly with WHO Des Moines, Iowa, to WOW-AM-TV Omaha, Neb., as announcer.

Henry Norton, formerly with Voice of America, joins news staff of WRC-TV Washington, succeeding **Bill Gribben. Bob Davis,** assistant director, becomes chief of programs for Armed Forces Radio Network, effective in June. He will headquarter in Frankfurt, Germany.

Pete Williams, formerly sportscaster-disc jockey with WSKY Asheville, to WMFD Wilmington, both North Carolina, as sports director.

George Thomas, formerly chief news editor of KDKA-TV Pittsburgh, to WTAE (TV), that city, as executive news editor.

David Fentress, formerly with WEEL Fairfax, Va., joins announcing staff of WWDC Washington.

Charles N. (Bill) Curry joins announcing staff of WBT and WBTV (TV) Charlotte, N.C.

Bill Cannaday, formerly news director of KLIK Jefferson City, to KCMO Kansas City, both Missouri, as member of news staff.

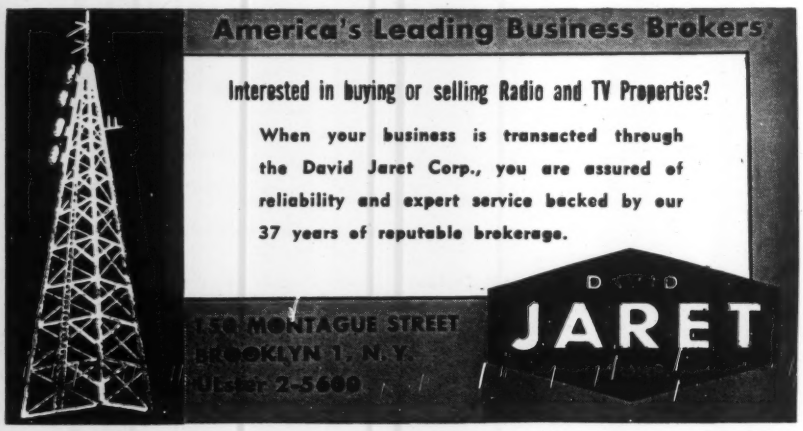
Donald Gray joins Muzak staff of KCMO Kansas City.

Jack Par joins KISN Portland, Ore., as disc jockey.

Christopher Towne joins WTAO Boston as air personality.

Russell J. Cox, continuity director at KCMT (TV) Alexandria, Minn., assumes additional duties of promotion and production director.

Emory G. Furrett, formerly with WFAA Dallas, joins sales staff of The Branham Co., that city.


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
150 MONTAGUE STREET
BROOKLYN 1, N. Y.
JARET

Patrick A. Petrino, media director, Robert Otto Co., N.Y., joins ABC as account executive.

Prescott Robinson and **Richard Bates** appointed CBS News correspondents. Mr. Robinson formerly was newscaster for WOR New York and Mr. Bates was assigned to Cuba prior to his expulsion last month by Fidel Castro.

George M.B. Redding joins announcing staffs of WRGB (TV) and WGY, both Schenectady, N.Y.

Richard Swan, engineering staff, WVIP Mt. Kisco, N.Y., joins WFYI Garden City, N.Y., in similar capacity.

Edmond Colbert, assistant director at WTOP-TV Washington, promoted to director. **Melvin J. Wertz,** floor director, named assistant director.

Richard Comegys joins news staff of WBT-AM-TV Charlotte, N.C.

Carl Ruble, Jim Dooley and **P.J. O'Connell** appointed new public affairs team for WCCO-TV Minneapolis-St. Paul. Mr. Ruble is associate director of public affairs, Mr. Dooley, writer, and Mr. O'Connell, cameraman.

Bill Goff, newsman at KVI Seattle, Wash., appointed news director, succeeding **Rod Belcher** who resigned. **Dave Valentine,** formerly floor director at KOMO-TV, that city, succeeds Mr. Goff on news staff.

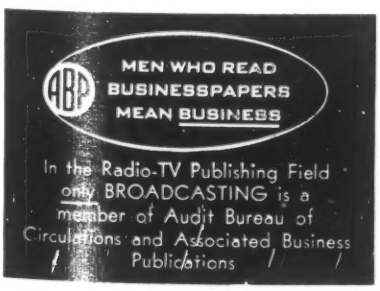
Nicholas Basso, formerly with news staff of WSAZ-TV Huntington-Charleston, W.Va., joins WKRC-TV Cincinnati in similar capacity.

Don Hancock, free-lance announcer, joins WVOX-AM-FM New Rochelle, N.Y., as personality.

Douglas C. Stephens, formerly promotion manager-air personality with KYLN Denver, to KJR Seattle, Wash., as production director-air personality.

Jim Diamond rejoins WLOL-AM-FM and KSTP-TV, both Minneapolis-St. Paul, as air personality. He had been in military service.

Dexter Elliot joins WADO New York as air personality.


ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Bill Sickler, formerly with WEOL-AM-FM Elyria, to WICA-AM-FM Ashtabula, both Ohio, as air personality.

Joseph Rolfe, formerly account executive with KFAC Los Angeles, joins Forjoe-Tv, that city, as office manager.

Programming

Berton Schneider appointed director of business affairs for Screen Gems Inc. He formerly was assistant to vp and general manager. **Robert Young** and **Eugene B. Rodney** (both on staff of *Father Knows Best* tv series) to produce six hour-long specials for SG during 1960-61 season.

Steve Broidy (administrators), **Charles G. Clarke** (cinemators), **Walter F. Wanger** (producers), **John C. Flinn** (public relations) and **Valentine Davies** (writers) all elected to Board of Governors of Academy of Motion Picture Arts & Sciences.

Arthur Fellows signs as production executive, QM Productions, N.Y., to develop programs for ABC-TV.

Herbert Hirschman named producer of *Hong Kong*, new hour long adventure series scheduled for ABC-TV next season. He has produced *Perry Mason, Playhouse 90, Goodyear Theatre* and many other shows.

L. Boyd Mullins, formerly manager, San Francisco office, Independent Television Corp., joins CBS Films, that city, as account executive.

A.A. Kochendorfer, vp at Robert Snyder & Assoc. (art-photography studio) and previously vp and sales manager at Kling Studios, both Chicago, to Fred A. Niles Productions, that city, as account executive.

Barbara Miller, assistant producer, Sid Du Broff Productions, N.Y., joins The Jingle Mill, that city, as assistant to president.

Curly Walter, formerly associate producer in artist-repertoire division of Capitol Records Inc., named producer.

Darrel Woodhouse Jr., named purchasing agent for Allied Artists, Productions, Hollywood, succeeding **George Smith.** Mr. Woodhouse formerly was communications services supervisor.

Dennis Weaver, "Chester" on *Gunsmoke*, will drop out of cast after 1960-61 season, it was announced last week following breakdown in negotiations with CBS-TV for extension of his six-year contract. The program's other three regular performers—Jim Arness, Amanda Blake and Milburn Stone—were originally signed for five years and last year negotiated new contracts for three more years.

Henry S. White, director of program procurement for Screen Gems Inc., elected president of New York Chapter of Academy of Television Arts & Sciences, succeeding **Walter Cronkite,** CBS News. Others elected: **David Susskind,** vp of Talent Assoc., first vp; **Betty Furness,** commercial spokeswoman for Westinghouse, second vp; **Thomas W. Moore,** vp in charge of programming and talent for ABC, treasurer; and **Royal E. Blakeman,** secretary.

Saul Messer named assistant director of accounting for CBS-TV Network, Hollywood.

Eddie Albert signs as host of new *Candid Camera* series on CBS-TV Network which debuts in October.

Equipment & Eng'ring

Jacob L. Miller named vp of national sales of Sylvania Home Electronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N.Y. **O. John Hayles** named general manufacturing manager and **Kenneth W. Mabee** appointed district sales manager.

DID YOU SEE CRC AT THE CONVENTION?

Commercial Recording Corporation

P. O. Box 6726, 3104 Maple, Dallas 19, Texas
Phone RI 8-0037

Tom Merriman, president, Bob Farrar, vice president, Dick Morrison, vice president, gen. sales mgr.

Hilmer Lindahl appointed vp in charge of radio broadcast equipment at International Radio & Electronics Corp., Elkhart, Ind. He has been with company for nine years.

George R. Appleton appointed assistant sales manager of James Cunningham, Son & Co., Rochester, N.Y., producer of electronic switching equipment. Mr. Appleton formerly was with Stromberg-Carlson Div. of General Dynamics.

W. Bradford Gove named manager-facilities planning for Electronic Services Div. of Raytheon Co.

Stanley A. Lawrence named assistant division manager for special projects for Collins Radio, western division, Burbank, Calif.

Cecil S. Bidlack, formerly engineering advisor of National Assn. of Educational Broadcasters, joins Carl E. Smith Consulting Radio Engineers, Brecksville, Ohio. He will specialize in tv and fm allocations and field services.

J. Philip Reichmann Jr., formerly communications counsellor at American Medical Assn., returns to Motorola Inc., as assistant to manager of consumer products distribution. He will work on sales and other activities.

Dr. Steward S. Flaschen named manager of research and advanced development for Semiconductor Products Div. of Motorola Inc., Phoenix, Ariz.

Curtis R. Hammond appointed director of commercial sales development for Raytheon Co., Waltham, Mass. He had been director of regional commercial administration.

Allied Fields

James Higson, program director of KHJ-TV Los Angeles, resigns to form Higson-Frank Radio Enterprises, new broadcast investment and management company, in association with **Peter Frank,** president of RPF Enterprises. RPF divisions include Stars International, producer of *The Big Sound* for radio, and Delwood Assoc., Radio-Tv Finance Co. Higson-Frank offices will be in Time-Life Bldg., New York, and at 5402 Melrose Ave., Los Angeles.

George Gagnon, Home Testing Institute, Port Washington, N.Y., named director of research. **Helen Hildebrand** becomes assistant to president. **Herbert Altman,** formerly research statistician, ABC, joins HTI as client contact supervisor on tv. **Stuart Gray,** senior research associate, NBC, becomes HTI client contact and **William Lett,** formerly with John Felix Assoc., N.Y., joins HTI as tabulating department head.

Bruce W. Neal joins ARB Surveys, N.Y., as senior research analyst. **Anne Schuetz Zanes,** general manager of ARB, named senior research analyst. **William A. Glenn,** assistant general manager, becomes general manager.

Dik Twetd, manager of research development of Leo Burnett Co., Chicago, joins Visual Research Inc. as president of Faison & Twetd, marketing and psychological research subsidiary.

International

H.J. Snelgrove appointed assistant general manager of CKVR-TV and vp of CKBB, both Barrie, Ont. Other appointments: **Harold Atkinson** to chief engineer of both stations and **George Harper** to regional sales manager of CKVR-TV.

William E. McDonald elected president, Kastor Hilton Chesley Clifford & Atherton Ltd., Toronto, new subsidiary of KHCC&A, N.Y.

Consuelo Roman, director of international media department, Erwin Wasey, Ruthrauff & Ryan, N.Y., elected treasurer, International Media Buyers Assn.

Deaths

Louis E. Caster, 63, president of WREX-TV Rockford, Ill., and KOCO-TV Oklahoma City, died May 15 of heart attack.

William Shinnick, 51, formerly vp of Young & Rubicam, N.Y., died May 16 of heart attack. He joined Y&R in 1947 as account executive, was named vp in 1951 and left to go into motel business in 1957.

Joseph F. Witkowski, retired electronics consultant and technical writer, died May 5 of heart attack. Prior to his retirement in 1958, Mr. Witkowski was director of School of Electrical Communications, International Correspondence Schools, Scranton, Pa. He was also senior member of Institute of Radio Engineers.

Ted R. Gamble, 54, formerly president of Mt. Hood Radio & TV Broadcasting Corp., operators of KOIN-AM-TV Portland, Ore., and associated with **C. Howard Lane** in KOMO-TV Seattle, Wash., died May 18 of cerebral hemorrhage. Aside from broadcasting and theatre interests, Mr. Gamble was national chairman of War Finance Committee in World War II.

TWO *Top-Notch*
Sales Engineers
for Midwest & Southeast

Once-in-a-lifetime opportunities now are available for two outstanding engineers with systems sales experience in TV broadcasting, microwave or communications. Each position offers an excellent salary, benefits, liberal commission plus unlimited growth possibilities.

Responsibilities of these field positions include: sales contact, system planning for proposals, supervision of system installation, test and evaluation, training operating personnel, and liaison with home office sales service staff. Heavy travel is a requisite.

Adler Electronics is a successful, highly regarded manufacturer of low power TV transmitters, translators, microwave and communications systems. Progressive product development and expanding markets have opened these positions with an extraordinary present and future.

If you feel that you are the man who meets our requirements, send your resume, in full confidence, to Mr. Stanley Lapin, Assistant to the President. A convenient interview will be arranged.

ADLER
ADLER ELECTRONICS, INC.
One LeFevre Lane, New Rochelle, New York

Norfolk tv stations in prestige promotion

Rival television stations in still another market are getting together to promote their prestige programs. The plan for joint promotions of this kind was originated by Louis Hausman, director of the Television Information Office.

Three stations in the Norfolk, Va., area — WAVY-TV, WTAR-TV and WVEC-TV—announced last week they would begin issuing joint bulletins each month, beginning in August. These will be circulated to opinion leaders in the Norfolk television market.

Stations in Los Angeles and Chicago are already issuing regular reports of the kind to be introduced in Norfolk, and stations in Detroit, New York, Washington and Boston are reportedly working out plans for similar projects.

Ivanhoe's game

Screen Gems is stirring up station interest in *Ivanhoe* by sending prospects a game that demonstrates merchandising possibilities of the half-hour costume series. With the game mailing, the film company kept the correspondence going by offering free 19th century prints showing knights in combat.

Eighty-eight station executives, at first count, took up Screen Gems on the picture offer, and many said they and their children were playing the *Ivanhoe* game. The board calls for two to four players to send token knights through a course fraught with danger, illustrated with stills from the 39 *Ivanhoe* episodes and leading ultimately to the haven of Ivanhoe's castle.

Ivanhoe to date has been sold in 39 markets, most stations programming it in early evening periods in the fall, Screen Gems says.

RAB's tire story

While the $2 billion tire replacement industry stands poised for its busiest months of the year, Radio Advertising Bureau, New York, rolled out a brochure telling tire advertisers, "You'll get much more mileage from radio with your tire advertising dollar."

The pocket-sized presentation, one of a current series targeted at specific advertising categories, is keyed to such advantages as automobile radio, a report on radio listening habits of men and the medium's strength with the suburban family, which RAB says has

A 'do-it-yourself' film tells WTOP's story

How do you get your market message across when everyone thinks your city is just a tourist mecca?

This was the job undertaken by WTOP Washington, owned by the *Washington Post & Times Herald*.

First the means had to be something special. To Lloyd Dennis, vice president-general manager of WTOP; to Robert W. Schellenberg, sales manager, and to Charles B. Crawford, sales development director, the method had to be high level, something in keeping with the status of Washington as the center of government and of WTOP's claim as the prestige station of the Capital.

The answer was a 16mm, sound-on-color-film of the Washington story and of WTOP's place.

Second, it had to have a sound promotional approach—tell about the changes that have taken place in Washington. This was done by comparing the market in 1949 and in 1959.

Low Cost ■ The cost of the film was kept at a reasonably low figure solely because the film facilities and personnel of sister station, WTOP-TV were used. The 20-minute color film cost WTOP Radio about $600; it would have cost $10,000 if all had been made outside.

The film was shown at a kickoff presentation in Washington Feb. 11. It was roadshowed in 10 cities beginning Feb. 15 in Los Angeles.

While on the West Coast, Mr. Dennis took the film to Hawaii and showed it to the Hawaiian Broadcasters Assn. They liked it so much they set up a committee to look into a similar effort for Hawaii.

The national showings cost WTOP about $3,500—for travel expenses and for picking up the tab at luncheons.

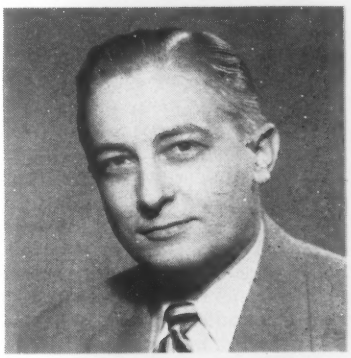
Advertising executives reacted with such comments as these:

"Effective presentation." — Stan Jackson, Hixson & Jorgensen, Los Angeles.

"Impressed [with] up-to-date current trends and tremendous market . . . Much of the information was news for us and should prove most useful."—Ed Fitzgerald, J. Walter Thompson, Chicago.

"Our interest in the market is on the upbeat. Your film was particularly interesting and timely."—Thomas A. Wright, Jr., Lec Burnett Co., Chicago.

PROMINENT BROADCASTERS Choose Stainless TOWERS



Raymond S. Green
Executive Vice President
and General Manager

WFLN

PHILADELPHIA, PENNA.

Frederick Chassey
Chief Engineer

And for good reasons, too:

* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

more income, more cars, drives more miles and buys more replacement tires. "Yet . . . newspapers provide only half as good coverage of the retail trading zone as they do of the close-in area, the city zone, while radio stations deliver the same high penetration of the suburbs and retail trading zone that they do in the city zone," the study continues.

Other key points presented include radio's economy, its adult audience and its impact on women. The brochure is planned for use by station salesmen to sell local and regional advertisers; for station use with local trade representatives, and by RAB in presentations to advertisers at the national level.

■ Drumbeats

Down the alley ■ WDAU-TV Scranton, Pa., has sponsored for the second year a bowling tournament for women featuring cash prizes among the awards. Handicap conditions were observed and 345 teams from seven states competed. The station reports it was one of its most successful promotions with over 20,000 bowling buffs watching the two-day event which attracted state and national bowling figures. A special one-hour film of highlights was presented by WDAU-TV in addition to coverage on its regular sports programs.

Recordbreaking day ■ To prove that local radio is not dependent on the record industry for its programming, WGIL Galesburg, Ill., vowed to devote May 11 to broadcasting without records. Live organ music and that of local combos was the only music heard on the 20-hour day. A scheduled baseball game was rained out, further taxing the station's ingenuity, but through news and farm programs and making extensive use of its mobile unit, WGIL held firm. Having made its point, the station returned to its regular programming the next day.

Big reason

WINS New York asked its listeners to send in postal cards with reasons why they needed 12,000 gallons of water—and a swimming pool to put it in. The winner of the water contest, Mrs. Margaret Guyre of Ridgefield Park, N.J., listed 12 reasons on her card: Bob, 17; Anita, 15; Larry, 14; Jay, 12; Ron, 11; Paul, 10; Barbara, 8; Margaret, 7; Joey, 6; Terry, 4; Tommy, 3; and Betty Anne, 3 months.

'No-pitch' luncheon

Agency media people attend a variety of sales luncheons, but last month in New York some 30 mediamen, who were also known to be baseball fans, attended what was billed as a "no-pitch luncheon." Radio station rep Adam Young Inc. and KQV Pittsburgh co-hosted the affair in honor of Pie Traynor, sports announcer at the station for the past 12 years and a former Pittsburgh Pirate ballplayer. According to the rep firm, the only big story Mr. Traynor failed to cover for KQV happened in February 1948 when he was elected to baseball's Hall of Fame.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 12 through May 18. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATION

Pittsfield, Mass.—Springfield Tv Bcstg. Corp. uhf ch. 64 (770-776 mc); ERP 6 kw visual, 2.8 kw aural; antenna height above average terrain 267 ft., above ground 188 ft. Estimated construction cost $82,350, first year operating cost $78,000 revenue $57,200. P.O. address % W.L. Putnam, Box 2210, Springfield, Mass. Studio location Benedict Road, Pittsfield, Mass. Transmitter location Benedict Road, Pittsfield, Mass. Geographic coordinates 42° 28' 35" N. Lat., 73° 13' 45" W. Long. Transmitter RCA TTU-1B, antenna TFU-6A. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George R. Townsend, Springfield, Mass. Springfield is headed by **Roger L. Putnam Sr.**, board chairman, and has over 50 stockholders. It is licensee of WWOR-TV Worcester, WWLP-TV Springfield and WRLP-TV Greenfield, all Massachusetts. Ann. May 16.

Existing Tv Stations

ACTIONS BY FCC

KBFL (TV) Bakersfield, Calif.—Is being advised that, unless within 30 days it requests hearing, application for extension of time to complete construction will be dismissed, cp cancelled, and call letters will be deleted. Ann. May 12.

WESH-TV Daytona Beach, Fla.—Granted waiver of sec. 3.652(a) of rules to identify itself with Orlando as well as Daytona Beach, both Florida. Comr. Lee dissented. Ann. May 18.

WTVI (TV) Fort Pierce, Fla.—Granted applications for (1) extension of completion date and (2) mod. of cp to change trans. and studio location, install new trans. and ant. system, and increase ERP from 17.8 kw to 23.7 dbk (237 kw) vis. and 21.1 dbk (129 kw) aur. and ant. height from 270 ft. to 438 ft.; engineering condition. Ann. May 18.

KNME-TV Albuquerque, N.M.—By letter, granted request for 6-months extension of waiver of sec. 3.651(c) of rules to permit utilization of aur. trans. of KNME-TV for purpose of transmitting stereophonic sound broadcasts in conjunction with KHFM. Albuquerque, N.M. Chmn. Ford and Comr. Craven dissented. Ann. May 18.

WKBM-TV Caguas, P.R.—Granted waiver of sec. 3.652(a) of rules to identify itself as Caguas-San Juan station. Ann. May 18.

Tv Translators

ACTIONS BY FCC

Kaiser Hawaiian Village Tv Inc. Lihue, Hawaii—Granted cp for new tv translator station on ch. 74 to translate programs of its station KHVH-TV (ch. 4) Honolulu. Ann. May 18.

W74AF Pittsfield, Mass.—Waived sec. 4.702 (c)(1) of mileage separation rules and granted mod. of cp to increase ERP from 1146 w to 1528 w, change principal city to be served to Adams, Mass., change remote control point and make changes in ant. system; conditioned that authorization shall cease to be effective and operation of tv translator station on ch. 74 shall be terminated coincident with commencement of operation of duly authorized tv station on ch. 69 at Bennington, Vt., or at any other location involving separations from translator station less than those required by sec. 4.702 of rules. Ann. May 18.

Seaside Video Club Inc. Seaside, Ore.—Granted cp for new tv translator station on ch. 78 to translate programs of KPTV ch. 12 Portland. Ann. May 18.

K76AV Yakima, Wash.—Is being advised that applications for (1) authority to change type trans, ant. and ERP from 255 w to 231 w and (2) license to cover cp as modified indicate necessity of hearing. Ann. May 12.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
360 Jewell Avenue
Pacific Grove, California
Ronnie 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

New Am Stations

ACTIONS BY FCC

Ashland, Ore. — Faith Tabernacle Inc. Granted 1350 kc, 1 kw D. P.O. address Box 1, Ashland. Estimated construction cost $20,810, first year operating cost $13,000, revenue $15,500. Applicant is non-stock organization. Ann. May 18.

APPLICATIONS

Oakland Park, Fla. — Broward County Bcstg. 1520 kc, 1 kw D. P.O. address 5335 Irving Ave. S., Minneapolis, Minn. Estimated construction cost $29,995, first year operating cost $60,000, revenue $68,000. Applicant is **Albert S. Tedesco,** owner of KDUZ Hutchinson, KAGE Winona, both Minnesota. Ann. May 11.

Decatur, Ga.—DeKalb Bcstg. Co. 1310 kc, .5 kw D. P.O. address Decatur, Ga. Estimated construction cost $16,343, first year operating cost $42,000, revenue $50,000. Principals are **Samuel C. Chafin** and **Norman W. Griffin,** 50% each, employes of WSB Atlanta, Ga. Ann. May 11.

Sikeston, Mo.—Semo Bcstg. Corp. 1520 kc, 5000 w unl. P.O. address 204 W. North St., Sikeston, Mo. Estimated construction cost $73,439, first year operating cost $78,078, revenue $120,000. Principals include **L.M. Standley, Lynn M. Twitty, Robert L. Mitchell,** 20.83% each, and others. Mr. Standley is in dairy business. Mr. Twitty is in hardware. Mr. Mitchell is in insurance. Ann. May 11.

Hyde Park, N.Y.—Ubiquitous Corp. 950 kc, .5 kw D. P.O. address 1 Washington St., Poughkeepsie, N.Y. Estimated construction cost $31,387, first year operating cost $42,000, revenue $60,000. Principals are **Carlton D. Durfey,** 60%, **Thomas C. Durfey,** 30%, and **James E. Carroll Jr.,** 10%. Carlton Durfey is teacher. Thomas C. Durfey, teacher, has been associated with several radio stations as engineer. Mr. Carroll is lawyer. Ann. May 17.

Fayetteville, N.C.—Radio Smiles Inc. 1450 kc, .25 kw unl. P.O. address Box 283, Rocky Mount, N.C. Estimated construction cost $27,440, first year operating cost $60,000, revenue $75,000. Principals are **Derwood Godwin, Norman J. Suttles,** 45% each, **John E. Ingraham,** 10%. Messrs. Godwin and Suttles have interest in WRMT Rocky Mount, N.C. Mr. Ingraham is accountant. Ann. May 11.

Lubbock, Tex.—La Fiesta Bcstg. Co. 1420 kc, .5 kw D. P.O. address % J.R. Earnest, Box 88, Lamesa, Tex. Estimated construction cost $25,175, first year operating cost $30,000, revenue $55,000. Principals are **John A. Flache** and **J.R. Earnest,** equal partners. Mr. Flache is theatre owner. Mr. Earnest is in investments. Ann. May 5.

Existing Am Stations

ACTIONS BY FCC

KLEM LeMars, Iowa—Is being advised that application for license, which expired Feb. 1, 1959, indicates necessity of hearing because of indicated subsequent unauthorized operation and other violations. Ann. May 18.

WIOI New Boston, Ohio — Granted increase of power from 500 w to 1 kw, continuing operation on 1010 kc D. Ann. May 18.

WHSY Hattiesburg, Miss.; KNUZ Houston, Tex.; Price Bcstg. Corp., Fairhope, Ala.; WJBW New Orleans, La. — Designated for consolidated hearing applications of WHSY, KNUZ and WJBW to increase daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N, and Price for new am station to operate on 1220 kc, 1 kw DA, D; made WAZF Yazoo City, Miss.; KLBS Livingston, Tex.; KEEE Nacogdoches, Tex.; KSIX Corpus Christi, Tex.; KWTX Waco, Tex.; KSLO Opelousas, La.; KPAC Port Arthur, Tex.; WLBI Denham Springs, La., and WNVY Pensacola, Fla., parties to proceeding. Ann. May 18.

WOPI Bristol, Tenn.; WSTP Salisbury, N.C.; Central Bcstg. Co., Valdese, N.C.— Designated for consolidated hearing applications of WOPI and WSTP to increase daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N, and Central for new am station to operate on 1490 kc, 250 w unl.; made WLOH Princeton, W.Va.; WWOK Charlotte, N.C.; WLOF Leaksville, N.C.; WSSB Durham, N.C., and WGCD Chester, S.C., parties to proceeding. Ann. May 18.

APPLICATIONS

WDNG Anniston, Ala. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc). Ann. May 12.

KGST Fresno, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (1600kc). Ann. May 18.

KCVR Lodi, Calif.—Cp to change frequency from 1570 kc to 1590 kc, change hours of operation from D to unl., using power of 1 kw, install DA-DN and change ant.-trans. and studio location (1590kc). Ann. May 18.

KCAL Redlands, Calif. — Cp to change hours of operation from D. to unl., using power of 500 w, 5 kw-LS (increase power), change ant.-trans. and studio locations, delete remote control and install DA DN and new trans. (1410kc). Ann. May 16.

WEKY Richmond, Ky. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. May 16.

WTIX New Orleans, La.—Cp to increase daytime power from 5 kw to 10 kw, install new trans. and make changes in DA pattern (690kc). Ann. May 16.

KXLO Lewistown, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. May 18.

KTNM Tucumcari, N.M.—Mod. of license to change hours of operation from unl. to specified hours: (1400kc) Mon.-Sat. 6 a.m.-6 p.m.; Sunday 7 a.m.-6 p.m. Ann. May 18.

WWOK Charlotte, N.C.—Cp to increase power from 1 kw to 5 kw, change hours of operation from D to unl., change ant.-trans. location, install DA-DN and install new trans. (1480kc). Ann. May 12.

KDWT Stamford, Tex.—Mod. of license to change hours of operation from specified hours to unl. (1400kc). Ann. May 11.

New Fm Stations

ACTIONS BY FCC

Waterbury, Conn.—WATR Inc., granted 92.5 mc 7 kw. P.O. address 440 Meadow St., Waterbury, Conn. Estimated construction cost $14,000, first year operating cost $3,000. Applicant fm will duplicate programs of WATR Waterbury. Ann. May 18.

Elgin, Ill.—Elizabeth G. Coughlan. Granted 103.9 mc, 1 kw. P.O. address 1S 707 Schaffner Road, Wheaton, Ill. Ann. May 18.

Albuquerque, N.M.—KDEF Bcstg. Co. Granted 94.1 mc, 1.3 kc. P.O. address 506 2d St. NW, Albuquerque, N.M. Estimated construction cost $11,195, first year operating cost $25,000, revenue $30,000. Principals are **Frank Quinn,** 58.3%, **Arthur Ilfeld,** 24.9%, and **Eileen Quinn,** 16.7%, licensees of KDEF Albuquerque. Ann. May 18.

Dallas, Tex.—Prowell-Stroud Co.—Granted 105.3 mc, 8.75 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $26,757, first year operating cost $28,500, revenue $45,000. Principals are **James L. Prowell** and **J. Ernest Stroud,** equal partners. Mr. Prowell manufactures commercial gases; Mr. Stroud is in real estate. Ann. May 18.

Portsmouth, Va.—Tidewater Teleradio Inc.—Granted 98.9 mc, 25.83 kw. P.O. address 801 Middle St., Portsmouth, Va. Estimated construction cost $43,870, first year operating cost $20,000, revenue $40,000. Principals include **J. Glen Taylor, George T. McLean, Richard B. Spindle, William M. Camp** and others, none holding over 10%. Tidewater is licensee of WAVY-AM-TV Portsmouth, Va. Ann. May 18.

APPLICATIONS

San Jose, Calif. — Dan X. Solo, 105.7 mc, 18.3 kw D. P.O. address 4556 Fieldbrook Rd., Oakland, Calif. Estimated construction cost $18,700, first year operating cost $10,000, revenue $12,000. Applicant is employe of KSAY San Francisco. Ann. May 16.

Des Moines, Iowa—KSO Inc., 98.5 mc, 9.06 kw unl. P.O. address 1910 Ingersoll Ave., Des Moines, Iowa. Estimated construction cost $12,000, first year operating cost $3,000, revenue $18,000. Principals are **N.L. Benton, Anton J. Moe, Edmond R. Ruben** and **Joseph L. Floyd,** 25% each, licensees of KSO Des Moines. Ann. May 11.

Wichita, Kans.—BB&L Bcstg. Corp., 94.5 mc, 1.67 kw unl. P.O. address 426 Amarillo Building, Amarillo, Tex. Estimated construction cost $20,571, first year operating cost $25,550, revenue $40,000. Principals include **James R. Barnhill Jr., Jess Latham Jr.,** and **Ben D. Beck,** 33⅓% each. Messrs. Barnhill and Beck are oil and gas brokers. Mr. Latham is in insurance. Ann. May 16.

Fort Worth, Tex.—BB&L Bcstg. Corp., 98.8 mc, 1.68 kw unl. P.O. address 426 Amarillo Building, Amarillo, Tex. Estimated construction cost $20,571, first year operating cost $25,550, revenue $40,000. Principals include **James R. Barnhill Jr., Jess Latham Jr.,** and **Ben D. Beck,** 33⅓% each. Messrs. Barnhill and Beck are oil and gas brokers. Mr. Latham is in insurance. Ann. May 16.

Roanoke, Va.—Lee Hartman & Sons, 92.3 mc, 1 kw unl. P.O. address 3236 Cove Road NW, Roanoke, Va. Estimated construction cost $15,498, first year operating cost $10,000, revenue $12,000. Applicant is **Lee C. Hartman,** owner of sound equipment business. Ann. May 17.

Seattle, Wash.—Lorenzo W. Milam, 107.7 mc, 14.8 kw D. P.O. address 930 F St., NW, Washington, D.C. Estimated construction

Equipping a Radio Station?

BK-6B

Miniature Microphone

only $82.50

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 9/16" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. GD-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s)®

RCA

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 18

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,409	69	76	858
FM	650	83	182	124
TV	473	56	104	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 18

	VHF	UHF	TV
Commercial	450	78	528
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1960

	AM	FM	TV
Licensed (all on air)	3,408	646	472[1]
CPs on air (new stations)	61	71	56[2]
CPs not on air (new stations)	84	161	76
Total authorized stations	3,553	878	652
Applications for new stations (not in hearing)	617	77	43
Applications for new stations (in hearing)	211	42	66
Total applications for new stations	828	119	109
Applications for major changes (not in hearing)	686	41	33
Applications for major changes (in hearing)	194	10	18
Total applications for major changes	880	51	51
Licenses deleted	1	1	0
CPs deleted	1	3	17

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

cost $20,365, first year operating cost $26,500, revenue $22,500. Applicant is president of Paduan Foundation, corporation organized to establish educational listener-subscription radio in Washington, D.C. Ann. May 16.

Existing Fm Stations

ACTIONS BY FCC

WHFI (FM) Detroit, Mich.—Waived sec. 3.205 of rules and granted application to change main studio location from Troy to Birmingham, about 17 miles northwest of Detroit, Mich. Ann. May 18.

KBBW San Diego, Calif.—Mod. of cp (which auth. new fm bdcst. station) for extension of completion date. (102.5 mc). Ann. May 17.

KWG-FM Stockton, Calif.—Mod. of cp (which auth. new fm bdcst. station) for extension of completion date. (105.7 mc). Ann. May 17.

KFMQ Lincoln, Neb.—Cp to change frequency from 95.3 mc, ch. 236 (class A to class B), increase ERP from 363 w to 1.275 kw, change ant. height above average terrain to 125.25 ft and install new ant. system. Ann. May 12.

WFMG Gallatin, Tenn.—Mod. of cp to change frequency from 95.5 mc, ch. 238 to 104.5 mc, ch. 283, change ERP from 10.5 kw to 2 kw, change ant. height above average terrain to 5 ft and change type ant. and trans. Ann. May 11.

Ownership Changes

ACTIONS BY FCC

KFMM (FM) Tucson, Ariz.—Granted assignment of license to **Lee Little,** tr/as **Lee Little Radio;** consideration $45,000. Ann. May 18.

KVIQ-TV Eureka, Calif.—Granted (1) renewal of license and (2) transfer of control from **Carroll R. Hauser** and **Shasta Telecasting Corp.** to **Carl R.** and **Leah McConnell;** consideration $83,472. Ann. May 18.

KIST Santa Barbara, Calif.—Granted transfer of control from **A.R. Ellman** and **A.C. Morici** to **J.P. Wardlaw Jr.;** stock transaction Ann. May 18.

WFBS Fort Walton Beach, Fla.—Granted assignment of license from **H. French Brown Sr.,** to **Smith Radio Inc. (M.D. Smith, III,** president, is 98% owner of WJIG Tullahoma, Tenn., and WAAY Huntsville, Ala.); consideration $100,000. Ann. May 18.

WMBC Macon, Miss.—Granted assignment of license to **Radio Macon Inc. (Frederick A.W.** and **Janola B. Davis** own 95% of station WGLC Centreville, Miss., and Mr. Davis owns 83⅓% of station KASO Minden, La.); consideration $19,155. Ann. May 18.

WSHE Raleigh, N.C.—Granted assignment of license to **Raleigh Bcstg. Corp. (Louis P. Heyman,** president); consideration $166,500 plus employment of **John C. Greene Jr.,** assignor stockholder, as consultant for two years at $6,000 a year. Ann. May 18.

Radio Rhode Island Inc. Providence, R.I.—Granted relinquishment of positive control by **Harry Pinkerson, Mowry Lowe** and **Anthony C. Paolino** to **Golden Gate Corp.** (WPFM [FM] Providence) and **Camden Bcstg. Co.** Messrs Camden and Golden were applicants with permittee for 50 kw daytime station on 990 kc in Providence, agreed to request dismissal of their applications in exchange for option to purchase interest in winner; they are now exercising that option through stock transactions. Ann. May 18.

KYNT Yankton, S.D.—Granted assignment of license to **Leon T. Scoblic** and **Lloyd G. Reedstrom;** consideration $179,400. Ann. May 18.

APPLICATIONS

KNGS Hanford, Calif.—Seeks assignment of license from **Vallejo Bcstg. Co.** to **Kings Bcstg. Corp.** for $310,000. Purchasers are **John C. Cohan,** 70%, and **Edward S. Shattuck,** 30%. Mr. Cohan is owner of KVEC and stockholder of KSBY-TV, both San Luis Obispo, Calif. He is also stockholder in KSBW-AM-TV Salinas, Calif. Mr. Shattuck is director of Salinas Valley Bcstg Corp., licensee of KSBY-TV San Luis Obispo and KSBW-AM-TV Salinas, both California. Ann. May 17.

KSJO San Jose, Calif.—Seeks assignment of license from **Santa Clara Bcstg. Co.** to **Cal-Radio Inc.** for $350,000. Principals include **Patrick H. Peabody,** 25%, **Riley R. Gibson,** 16%, **Douglas E. Anderson, George A. McConnell,** 12% each, and others. Mr. Peabody owned 98% of station until sale. Messrs. Gibson, Anderson and McConnell have interest in KXOA Sacramento, Calif. Ann. May 17.

WCHU (TV) Champaign, Ill.—Seeks assignment of license from **WCHU Inc.** to **Plains Tv Corp.,** merger into parent company. Ann. May 17.

KFVD Fort Dodge, Iowa.—Seeks involuntary transfer of control of **Northwest Bcstg. Co.** from **Edward Breen,** 29.78%, and **Elizabeth Breen,** deceased, 28.08%, to **Edward Breen,** 57.86%, under terms of will. Ann. May 17.

KCIJ Shreveport, La.—Seeks transfer of control of **Southwest Bcstrs. Inc.** from **Jessie Boucher, Wilburn Slack, James Branch** and **Ray Fish,** 25% each, to **Samuel R. David,** sole owner, for $85,000. Mr. David is manager of KCIJ. Ann. May 16.

WUSN-TV Charleston, S.C.—Seeks transfer of control of **Reeves Bcstg. & Development Corp.** from **Hazard E. Reeves,** 66.3%, and others, to **Mr. Reeves,** 43.4%, **Christiana Oil Corp. (Louis W. Douglas Jr.,** president), 13.3%, general public (300,000 shares of stock to be sold), 21.3%. Christiana will buy 187,393 shares at $4.75 per share. General public will purchase 300,000 shares at $5.00 per share. All other stockholder ownership percentages remain approximately the same. Ann. May 16.

KVII-TV Amarillo, Tex.; KROD-AM-FM El Paso, Tex.—Seeks transfer of control of **Southwest States Inc.** from **Tv Properties Inc.,** 74% (**Jack C. Vaughan, Grady H. Vaughan Jr.,** 47.875% each, and **Cecil L. Trigg,** 4.25%) to **Jack C. Vaughan,** 24.40%, **Grady H. Vaughan,** 24.39%, **Cecil Trigg,** 27.72%, **Tv Properties Inc.,** 15.83% (same stockholders as listed above) by reason of merger of **Odessa Tv Co.** (KOSA-TV Odessa, Tex., Messrs. Vaughan and Trigg, 30% each) with **Southwest States Inc.** Ann. May 16.

KOSA-TV Odessa, Tex.—Seeks assignment of license from **Odessa Tv Co.** to **Southwest States Inc.** Both corporations controlled by same individuals. Ann. May 16.

WGEZ Beloit, Wis.—Seeks assignment of license from **Radio Beloit Inc.** to **Howard Miller Enterprises and Consultants Inc.** for $123,000. Purchaser is **Howard A. Miller,** 55% owner of WPOX Milwaukee, Wis. Ann. May 12.

Hearing Cases

FINAL DECISIONS

■ By decision, commission granted application of Young People's Church of Air Inc., for new class B fm station to operate on 104.5 mc in Philadelphia, Pa., and denied competing application of WJMJ Bcstg. Corp. Comr. Lee dissented with statement; Comr. Craven dissented. May 27, 1959 initial decision looked toward this action. Ann. May 12.

■ By order, commission made effective March 21 initial decision and (1) granted application of Satellite Center Radio Co. for new am station to operate on 1550 kc, 10 kw, D, in Arvada, Colo., with engineering condition, and (2) denied application of Denver Bcstg. Co. seeking same facilities in Denver. Ann. May 18.

■ By report and order, commission finalized rulemaking and amended tv table of

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON

RCA 7038

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

See your ALLIED 1960 Complete Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
TWX: CG-2898

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-8111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill.
(A Chicago suburb)

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D.C.
District 7-4443
Associate Member
Institute of Radio Engineers

Service Directory

M. R. KARIG & ASSOCS.
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
Glens Falls, N.Y.
Glens Falls 2-3575 Hudson Falls 4-6780

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers AM-FM
SPECIALTY TV
209A LaSalle Building
1028 Connecticut Ave., N.W.
Washington 6, D. C.
RE 7-0458

PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, BR. 1-2338

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

JOHN A. MOSELEY ASSOCIATES
RADIO REMOTE
CONTROL SYSTEMS
Box 3192,
Santa Barbara, Calif.
Woodland 7-1469

assignments by "dropping in" vhf ch. 7 to Lander, Wyo., in addition to that city's uhf ch. 17 assignment. In so doing, it denied petition by Rocky Mountain Tele Stations (KTWO-TV ch. 2), Casper, to shift ch. 6 from Casper to Lander. Ann. May 18.

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward denying application of Suburban Bcstg. Co. to increase power of station WVIP Mount Kisco, N.Y., from 1 kw to 5 kw, continuing daytime operation on 1310 kc, DA. Ann. May 13.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of Booth Bcstg. Co., to increase daytime power of station WSGW Saginaw, Mich., from 1 kw to 5 kw, continuing operation on 790 kc, 1 kw-N, DA-2. Ann. May 18.

OTHER ACTIONS

■ By letter, commission granted request by Bay Area Educational Tv Assn. (educational tv station KQED ch. *9), San Francisco, Calif., and extended to Dec. 1, 1962 (coextensive with license period) waiver of Sec. 3.651 (c)(2) of rules to allow broadcast of only one picture (record album cover) on its video channel while program "Portrait in Music" is broadcast on aur. channel. Chmn. Ford and Comr. Craven dissented. Ann. May 12.

■ By memorandum opinion and order, commission denied petition by Veterans Bcstg. Co. to cancel temporary authority which was issued Capital Cities Bcstg. Corp. to operate station WTEN-TV on ch. 10 in Vail Mills, N.Y., pending final action of commission on applications for regular operation on ch. 10 in Vail Mills. Comr. Cross abstained from voting. (Aug. 11, 1959 initial decision in Vail Mills ch. 10 comparative proceeding looked toward granting Capital's application and denying competing application of Veterans.) Ann. May 12.

■ By memorandum opinion and order, commission dismissed motion by Federal Bcstg. System Inc., licensee of am station WSAY Rochester, N.Y., seeking reconsideration of commission's action of Feb. 24 in dismissing its protest to grant of licenses to WHEC Inc., and Veterans Bcstg. Co., whose respective stations—WHEC-TV and WVET-TV—share time on ch. 10 in Rochester. Ann. May 12.

JUST AROUND THE CORNER
(could be YOUR corner!)

A HAZARD THAT NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Directed at Station, Staff, Speaker, Talent, Sponsor

You can't recapture the WORDS but you CAN INSURE and hold possible Dollar Loss within non-embarrassing limits.

Learn about our UNIQUE EXCESS POLICY which does the job at surprisingly low cost.

FOR DETAILS AND RATES WRITE

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

■ Commission on May 13 gave notice that rehearing in Miami, Fla., tv ch. 7 proceeding will be held June 13 before Hearing Examiner Horace Stern in courtroom 7, Room 3018, Federal Courthouse Building in Philadelphia, Pa. Ann. May 16.

■ Upon request by Carter Publications Inc. (WBAP-TV), Fort Worth, Tex., commission on May 11 extended time to file responses to petition by Texas State Network Inc. (KFJZ), Fort Worth, for reconsideration in tv rulemaking proceeding involving Fort Worth and Denton, Tex., from May 10 to May 23. Ann. May 16.

■ Upon request by WGAL Inc. (WGAL-TV), Lancaster, Pa., and Shenandoah Valley Bcstg. Inc. (WSVA-TV), Harrisonburg, Va., commission on May 16 extended to May 23 time to file comments and to June 7 to file reply comments in response to petition by Penn Traffic Co., Johnstown, Pa., for rulemaking involving Johnstown-Altoona, Pa. Ann. May 17.

■ By separate orders, commission (1) denied request by Circle Corp. (WKLZ), Kalamazoo, Mich., for additional time for oral argument in am proceeding on its application and those of Kalamazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, Mich., and (2) denied WKLZ motion to reopen record. Ann. May 17.

■ Commission granted application of Rev. John M. Norris (Box 88), Red Lion, Pa., for new international broadcast station in Red Lion to beam programs to land areas bounded by Mediterranean Sea, which includes portions of Southern Europe, North Africa and Holy Land. Rev. Norris owns stations WGCB-AM-FM in Red Lion.

This is fifth current international broadcast grant by commission. World Wide Bcstg. System Inc., and KGEI Inc., operate such stations at Scituate, Mass. (WRUL), and Belmont, Calif. (KGEI), respectively, and Crosley Bcstg. Corp. operates experimental international station (KQ2XAU) in Cincinnati, Ohio. Together they operate 6 trans. Global Bcstg. Co. is constructing its international station KFRN in Dallas, Tex. United States Information Agency operates about 42 trans. in United States in connection with its "Voice of America" programs.

■ By letter, commission denied petition by Albert Golden, Clifford Wilson, Richard Finlay and Bart D. Broxon, officials of Santa Rosa County, Fla., government, and Morrison Kimbrough and Newman Brackin, state representative and state senator, respectively, from Santa Rosa County, requesting revocation, cease and desist, or renewal proceedings against Clayton W. Mapoles, licensee of stations WEBY Milton, Fla., and WBLO Evergreen, Ala. Ann. May 18.

■ By memorandum opinion and order, commission dismissed joint petition by Wichita Tv Corp. (KARD-TV ch. 3), and KAKE Tv Inc. (KAKE-TV Ch. 10), Wichita, Kan., directed against Sept. 16, 1959 grant of request by Wichita-Hutchinson Co. for waiver of Sec. 3.652 (a) of rules to identify its tv station KTVH (ch. 12) Hutchinson, Kan., with Wichita as well as Hutchinson. Comr. Lee dissented with statement. Ann. May 18.

■ Commission granted applications for fm SA by WORA-FM Mayaguez, P.R.; KSPL-FM Diboll, Tex.; KMUZ Santa Barbara, Calif., and KBCO San Francisco, Calif.; to engage in functional music operation on multiplex basis. Ann. May 18.

■ By letter, commission denied request by Wistenn Inc., to defer action for 6 to 12 months on its applications for new tv stations in St. Louis, Mo., on ch. 42; Mobile, Ala., on ch. 48, and Des Moines, Iowa, on ch. 23, and dismissed applications for failure to prosecute. Ann. May 18.

■ By order, commission extended for additional six months—from June 1 to Nov. 30, 1960—effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever trans. is in operation, and amended Secs. 3.690 (a) and 3.691 (a) of rules to reflect new date. Ann. May 18.

■ By memorandum opinion and order, commission granted petition by Metropolitan Bcstg. Corp. (WNEW-FM), New York, N.Y., to extent of enlarging issues in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J. Ann. May 18.

■ By memorandum opinion and order in proceeding on application of M&M Bcstg. Co. for mod. of cp of station WLUK-TV (ch. 11) Marinette, Wis., commission (1) dismissed as moot petition by Federal Aviation Agency, Department of Navy and Department of Army for review of examiner's denial of indefinite extension of hearing, (2) denied their petition for clarification or enlargement of issues, and (3) did not accept copy of telegram by Alan L. Dean, acting administrator of FAA, requesting stay. Ann. May 18.

■ By separate memorandum opinions and orders, commission granted protests by tv stations to extent of designating for evidentiary hearing applications for microwave relay cp, grants of which were, on June 24, 1959, stayed pending oral argument on demurrer. They are:

Mesa Microwave Inc., to pick up programs of WMBR-TV, WFGA-TV, and WJHP-TV Jacksonville, Fla., for delivery to proposed catv system at Tallahassee; protested by John H. Phipps (WCTV ch. 6), Thomasville, Ga., who was made party to proceeding.

East Texas Transmission Co., to pick up programs of WBAP-TV and KFJZ-TV Fort Worth, and KRLD-TV and WFAA-TV Dallas, for delivery to catv systems at Tyler and Jacksonville, Tex.; protested by Channel 7 Co. (KLTV ch. 7), Tyler, which was made party to proceeding.

Mesa Microwave Inc., to pick up programs of WOAI-TV, KENS-TV, and KONO-TV San Antonio, Tex., for delivery to proposed catv system at Laredo; protested by Southwestern Operating Co. (KGNS-TV ch. 8), Laredo, which was made party to proceeding.

Carter Mountain Transmission Corp., to pick up programs of KTWO-TV Casper, Wyo., for delivery to catv systems at Riverton, Lander, and Thermopolis, all Wyoming; protested by Chief Washakie TV (KWRB-TV ch. 10), Riverton, which was made party to proceeding.

Montana Microwave, to pick up programs of stations KXLY-TV, KHQ-TV, and KREM-TV Spokane, Wash., for delivery to Helena, Mont., catv system; protested by Capital City Tv Inc. (KXLJ-TV ch. 12), Helena, which was made party to proceeding. Ann. May 18.

■ By memorandum opinion and order, commission, on petition by WYTI Inc., removed from consolidated proceeding and granted its application for new am station to operate on 1550 kc, 1 kw, D, in Vinton, Va. Ann. May 18.

■ By memorandum opinion and order, commission, on petition by Reisenweaver-Communications, removed from consolidated proceeding and granted its application for new am station to operate on 1550 kc, 1 kw, D, in Winston-Salem, N.C., engineering condition. Ann. May 18.

■ By memorandum opinion and order, commission, on petition by Cape Fear Bcstg. Co., removed from consolidated proceeding and granted its application to change facilities of station WFNC Fayetteville, N.C., from 1330 kc, 1 kw-N, 5 kw-LS, DA-2, to 940 kc, 1 kw-N with DA, 10 kw-LS non-DA, engineering condition. Ann. May 18.

■ By memorandum opinion and order, commission, on petition by Petersburg Bcstg. Co., removed from consolidated proceeding and granted its application to increase daytime power of station WSSV Petersburg, Va., from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N. Ann. May 18.

■ By memorandum opinion and order, commission denied petition by Huntington-Montauk Bcstg. Co. for reconsideration of Nov. 12, 1958 decision which denied its application to change location of trans. site and main studio of station WGSM (740 kc, 1 kw, D) from Huntington, Long Island, N.Y., to Deer Park, Long Island. Ann. May 18.

Routine Roundup

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 20 in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al. Ann. May 11.

■ Scheduled hearings in following proceedings on dates shown: July 7: am applications of Alexandria Bcstg. Corp. (KXRA) Alexandria, Minn., et al; July 8: am applications of Voice of New South Inc. (WNSL), Laurel, Miss., and Mid-America Bcstg. Co. (WGVM) Greenville, Miss.; July 11: am applications of Clarke Bcstg. Corp. (WGAU) Athens, Ga., et al. fm application of O'Keefe Bcstg. Co. Levittown-Fairless Hills, Pa.; Ann. May 12.

■ Upon request by John Clemon Greene Jr., Winchester, Va., extended from May 10 to May 20 period allowed this party for filing additional information in connection with pending petition to dismiss his am application in consolidated proceeding. Ann. May 12.

■ Dismissed document filed May 9 by Bcstg. Assoc., Dunedin, Fla., formerly applicant in proceeding on am applications of Cookeville Bcstg. Co., Cookeville Tenn., et al., entitled "Reply of Bcstg. Assoc. to comment of Broadcast Bureau on motion to dismiss without prejudice'." Ann. May 12.

By Hearing Examiner J.D. Bond

■ Pursuant to agreements reached by all parties, continued further hearing upon applications in group 2 to date to be fixed by subsequent order in consolidated am proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Ann. May 12.

■ Granted request by Cosmopolitan Bcstg. Co., New Orleans, La.; and extended to June 1 time to file oppositions to two petitions to enlarge issues by Springhill Bcstg. Co., Mobile, Ala., and by Northwest Mississippi Bcstg. Co., Senatobia, Miss., in proceeding on their applications which are consolidated for hearing. Ann. May 12.

By Hearing Examiner Charles J. Frederick

■ Scheduled oral argument for May 19 at hearing to be held in group 3 of consolidated am proceeding on applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al., on petition by Mairite Bcstg. Co., for leave to amend its application for new am station in Norwalk, Ohio. Action May 16.

■ Upon request by WHAS Inc. (WHAS-TV) Louisville, Ky., scheduled conference for 9 a.m., May 19, to determine question of Broadcast Bureau's "Petition To Accept Late Filing" of its findings, and to set date for reply findings in proceeding on application of WHAS Inc. Action May 16.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for May 25 in proceeding on am applications of WTTT Inc. (WTTT) Arlington, Fla., et al. Action May 12.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended from May 11 to May 23 time to file proposed findings of fact and conclusions of law, and from May 18 to May 31 to file reply pleadings in Baton Rouge, La. tv ch. 9 proceeding. Ann. May 11.

■ On own motion, ordered that unless objection is filed within five days after release of this order, transcript of record in Baton Rouge, La., tv ch. 9 proceeding will be correct in various respects. Action May 16.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for May 26 in proceeding on applications of Brockway Co. (WMSA) Massena, N.Y., et al. Ann. May 11.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for June 9 in proceeding on applications of radio station WESB and Canandaigua Bcstg. Co. for am facilities in Canandaigua, N.Y. Action May 13.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Antennavision Service Co. and continued hearing from May 16 to June 14 in proceeding on its applications for new fixed radio stations at Oatman Mountain and Telegraph Pass, Ariz. Action May 16.

By Hearing Examiner Jay A. Kyle

■ On own motion reset for 11 a.m., May 16, hearing scheduled for 10 a.m. on that date in proceeding on am application of WPGC Inc., for modification of license of WPGC Morningside, Md. Action May 12.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan Jr., and Pier San Inc., for new am stations in Pratt and Larned, both Kansas; continued hearing from June 13 to July 7. Ann. May 10.

By Hearing Examiner Herbert Sharfman

■ Granted petition by CHE Bcstg. Co. for leave to amend its application for new am station in Albuquerque, N.M., to meet coverage requirement of rule 3.188 by moving trans. and ant. system to new site, and removed amended application from hearing status and returned it to processing line. Action May 12.

■ Upon request by applicants at May 12 prehearing conference and without objection by other parties, continued from May 20 to June 15 hearing on application for consent to relinquishment of positive control of WJPB-TV Inc. (WJPB-TV) Weston, W. Va. Action May 12.

■ Accepted newly submitted data and incorporated it with material accepted in amendment to application of CHE Bcstg. Co., Albuquerque, N.M., allowed May 12, with same effect as if it had been then accepted. Action May 13.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 13

WDEE Hamden, Conn.—Granted assignment of cp to **Southern New England Bcstg. Corp.**

WFVA-AM-FM Fredericksburg, Va.—Granted relinquishment of positive control by **Marion Park Lewis**, individually and as trustee for **John Parkfield, David Parkfield** and **Howard Parkfield Lewis** through transfer of stock by **Marion Park Lewis**, individually to **David Parkfield Lewis.**

WLBG Laurens, S.C.—Granted assignment of license and cp to **Laurens-Clinton Bcstg. Co.**

WSRW Hillsboro, Ohio—Granted involuntary assignment of license to **Tom Archibald** and **Louis Pausch**, executor of the estate of **Mack Sauer**, deceased, d/b as **Highland Bcstg. Co.**

WONE Dayton, Ohio—Granted license covering installation new trans. to be operated at main trans. location for auxiliary purposes only.

WPDQ Jacksonville, Fla.—Granted license covering installation of new trans.

WQXT Palm Beach, Fla.—Granted license covering installation of new trans.

WOKK Meridian, Miss.—Granted license covering increase in daytime power and installation new trans.; remote control permitted.

KLUU Toledo, Ore.—Granted cp to replace expired permit for am station.

WATN Watertown, N.Y.—Granted cp to change ant.-trans. and studio locations and make changes in ant. and ground systems; condition.

Actions of May 12

WMEG Eau Gallie, Fla.—Granted relinquishment of negative control by **Victoria C. Martin** through sale of stock to **Thomas Cary.**

KOCW(FM) Tulsa, Okla.—Granted acquisition of positive control of licensee corporation and SCA by **Claude H. Hill** through purchase of stock from **Meridith R. Gray.**

WEKR Fayetteville, Tenn.—Granted involuntary assignment of license to **G. Paul Crowder** and **Irene C. Norman**, executors of estate of **John R. Crowder**, deceased, **James Porter Clark** and **James W. Tate.**

WRFL(FM) Winchester, Va.—Granted licenses covering increase in ERP and ant. height, and change type of trans.

WOXR(FM) Oxford, Ohio—Granted license for fm station.

WTVN-FM Columbus, Ohio—Granted license for fm station.

WPTH(FM) Fort Wayne, Ind.—Granted license for fm station.

WTNC Thomasville, N.C.—Granted licenses to use old main trans. as auxiliary trans. at present main trans. location and installation new trans.

KRCW(FM) Santa Barbara, Calif.—Granted license covering change ant.-trans. location; increase ERP and ant. height and make changes in ant. system; ant. 2,900 ft.; remote control permitted.

KTLA (TV) Los Angeles, Calif.—Waived sec. 17.43 of rules and granted mod. of license to eliminate requirement of painting and lighting of obstruction marking specifications.

KSAM (Verla Cauthen, independent executrix of estate of M. B. Cauthen, deceased), Huntsville, Tex.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (increase height), ground system, and change name to **Verla Cauthen,** et al, tr/as Huntsville Bcstg. Co.; condition.

WATS Sayre, Pa.—Granted cp to move ant.-trans. about 750 ft. south of present site (no change in description).

■ Following stations were granted extensions of completion dates as shown: WELM Elmira, N.Y. to July 15; WTYS Marianna, Fla. to June 15; WCCC-FM Hartford, Conn. to June 1; KSOO-TV Sioux Falls, S.D. to August 1.

WFIW Fairfield, Ill.—Granted authority to sign-off at 6 p.m., CST, for period May 15 through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of May 11

***WRHS (FM) Park Forest, Ill.**—Granted license for noncommercial educational station.

***WOUB-FM Athens, Ohio**—Granted license covering installation new trans. and ant.

WCNG Canonsburg, Pa.—Granted mod. of license to change name to WCNG Inc.

KFSD-FM San Diego, Calif.—Granted cp to increase ERP to 100 kw, ant. height to 640 ft., change ant.-trans. location, main studio location, type ant. and make changes in ant. system.

WMSA Massena, N.Y.—Granted authority to sign-off at 9 p.m., daily, for period May 12 through Sept. 12.

■ Following stations were granted extensions of completion dates as shown: WLLY Wilson, N.C. to August 15; KOY-FM Phoenix, Ariz. to November 23; WCBC-FM Anderson, Ind. to November 15; WVTS (FM)

Continued on page 111

Weighs only 68 lbs.

COLLINS ANNOUNCER

Lightweight, compact remote console —only 46" long, 17" wide, 31" high. Folds to 46"x17"x10"—easily carried in trunk or rear seat of car.

The three-channel Collins Announcer is completely transistorized; plugs into any 110 volt outlet. It sets up anywhere—puts you on the air with complete studio console facilities. Ideal for shopping center promotions, disc jockey dances or remote studios. Features: Two 12" Collins TT-200 turntables, two Audax tone arms with G.E. variable reluctance heads, sapphire needles, line block, headphone and mike jack. Contact Collins for further information.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Managers - commercial manager - salesman. Mid south chain has opening—experienced salesman with management potential—28-40—married, Liberal guarantee, rapid advancement, all moving expenses. Send resume, recent photo, Box 198A, BROADCASTING.

Experienced sales manager who seeks solid future in radio-tv chain. Opening now in Atlantic coast radio station. Submit resume and photo. Box 570A, BROADCASTING.

Texas daytimer with growth potential seeks man with enough production, sales and station operational experience to manage. First phone advantageous. Incentive pay plan. Send complete, concise personal resume; state minimum remuneration considered. Box 595A, BROADCASTING.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Small metroplitan type market in southwest has an opening for an aggressive time salesman. Guarantee against commission, ability to do some air work helpful. Send resume, salary requirements and photo. This is a permanent position for the right man. Box 356A, BROADCASTING.

One of New England's best 250 watters (1 kw just granted) in a highly competitive city, needs go-getting, local sales manager. Salary, commission and car allowance. Box 462A BROADCASTING.

Wanted: Aggressive salesman for selectively programmed Christian fm station serving Chicago. Very challenging opportunity for the right man in fm conscious market. Photo, resume. Box 495A, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

Opportunity for sales manager with $30,000 to invest in ownership. Medium market—Colorado. Box 547A, BROADCASTING.

Small community station in northeast North Carolina needs salesman to take over sales department. Excellent future with family group. Must have good references. Will reciprocate with good salary and commission arrangement. Box 590A, BROADCASTING.

Sales manager—5 kw—network—east. AM also fm. Must sell on local, regional, national level. Supervise salesmen. Management potential desirable. Send data to Box 614A, BROADCASTING.

Needed at once! $500 draw. Market tremendous, town small. Sell both radio and tv. Contact, Sales Manager, Kainor Carson, KBLR—Goodland, Kansas. Twinoaks 9-2331.

Experienced time salesman. Single station northern Wisconsin radio market. Must like climate, vacationland aspects of area. Produce and salary will be exceptional. Send photo, resume. Lee Allerton, Box 498, Rhinelander, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Immediate opening for versatile announcer who can sell or write copy. Must have good voice and do production spots. Top salary to right man in beautiful section of Virginia. Send tape, photo and resume to Box 491A, BROADCASTING.

Are you more than just a bright, fast dj? Can you do tv commercials, mc, and conduct shows? #1 radio and NBC-TV affiliate in medium midwest market. Send tape, photo and resume to Box 492A, BROADCASTING.

Station in top 20 market wants top-rated morning man. Strong personality, good voice. Send resume, tape and photo. Box 506A, BROADCASTING.

Wanted: Mature, experienced staff announcer for good music station in one of the top 100 markets, Middlewest. Send complete resume and tape of news and commercials. Salary offer will be based on your present earnings. Box 514A, BROADCASTING.

Mature, intelligent staff announcer. Must have middle of road music taste and be strong on local news. Prefer cheerful, morning type. No dj's. Send tape, resume to Box 563A, BROADCASTING.

Expanding staff. Immediate opening for experienced staff announcer in one of the largest markets in southwest. Bright sound, but no top 40. Also opening for good production man. Send tape, photo, and complete resume (including versatility and references), to Box 576A, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent. Adult music station for dj work plus news gathering and writing. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 580A, BROADCASTING.

Need one more good announcer for chain station in western Pennsylvania. Minimum 1½ years recent air experience. No top 40, no r&r, just solid commercial radio with top-rated station in fine market. Good salary with regular raises, good working conditions. Excellent opportunity for advancement. Send tape and resume immediately. Box 585A, BROADCASTING.

Immediate openings for announcer and newsman in small community station in northeast North Carolina. Excellent future with family group including possible managerial advancement. Must have good references. Box 591A, BROADCASTING.

Personality dj. Evening (til midnight) shift. First phone, no maintenance. Modified r&r; ideas and commercial delivery important. Regional, #1 in eastern Pennsylvania market. Send tape, picture, salary required. Box 604A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Chief announcer—5 kw network—east. Some experience in all types of announcing and public service. Must cooperate with and coordinate work of program, sales and traffic department. Management ability will be developed. Mail necessary information to Box 613A, BROADCASTING.

Stay there! Earn extra cash. Write for details. Send audition tape. Box 10513, Tampa, Florida.

KBUD, Athens, Texas seeking experienced staff announcer.

Alaska radio-tv operation, a good music station, needs sharp, permanent morning man. Board showmanship essential. Experience absolutely necessary. Excellent salary and fringe benefits. Air mail tape, resume, photo, references to Frank Roberts, KENI, Box 1160, Anchorage, Alaska.

Immediate opening for combo man, experienced, modern radio format. Send tape, photo, resume to Gerry Kaye, KIXZ, Amarillo, Texas.

1,000 watt independent fulltime operation desires top-flight announcer for morning show. Adult type programming. Send tape, resume, and photo to KSSS, Box 764, Colorado Springs.

Long established midwest fulltimer has immediate opening for experienced morning dj. Right man can start at $100 weekly. Send tape, photo, resume to Dick Pittenger, WASK, Lafayette, Indiana.

New adult-music kilowatt daytimer in progressive fast-growing Lafayette, Indiana, needs mature personality announcer-dj with warm sell, production skill and authoritative news delivery. Also combination newsman-dj or newsman-copywriter. Pros only. Good salary. Top advancement opportunity. Send tape, photo, references to WAZY.

Immediate opening in suburban Detroit station for intelligent, enthusiastic dj. Must be strong on commercials and tight production. Call or rush tape to WBRB, Mt. Clemens, Michigan.

A good music announcer with first ticket. 5 day, 40 hour daytime shift. Boston am-fm concert music station. Liberal fringe benefits, position with a good future. Phone Waltham, Mass., Twinbrook 3-7080, for Rob Stuart-Vail, Program Director. Tape, resume to WCRB, Box 288, Boston 54.

Immediate opening for announcer with first class ticket. WGHQ, Box 165, Uptown Post Office, Kingston, N.Y. or call Saugerties, Cherry 6-2822, person to person. Ask for H.M. Thayer.

Announcer-newsman wanted immediately. Send background experience and tape to: Manager WJCD, Seymour, Indiana.

Number one station in Wheeling-Steubenville area seeking fast paced modern disc jockey. Get on the first team with Chuck Dougherty and company. Send tape, photograph and resume to Chuck Dougherty, Asst. Manager, WKWK, Wheeling, W. Va. Tapes cannot be returned.

New station—Needs smooth announcer-salesmen. No tapes returned. WPAC, Patchogue, New York.

Country and gospel dj wanted. $75—48 hours per week. Send tape and resume to Manager, WRIC, Richlands, Virginia.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced morning man. Combo operation using latest equipment. Adult music, news station. Top pay for top performance. Send background and tape to Manager, WRTA, Altoona, Pennsylvania.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Enterprising independent station in Virginia needs engineer-announcer. First class ticket essential, announcing secondary. Short hours, salary commensurate with experience. Reply Box 344A, BROADCASTING.

Chief engineer for eastern Pennsylvania, 5 kw radio station. Directional experience necessary. Reply to Box 362A, BROADCASTING.

Have opening for first-class engineer-announcer in Pacific northwest. Personal interview necessary. Send tape and particulars to Box 542A, BROADCASTING.

Do you want to live in No. Calif.—So. Oregon and work in radio and or tv? If you do, write Don Telford, KIEM-TV, Box 1021, Eureka, Calif. Openings for first fone tech, production and sales.

Wanted one engineer with 1st phone, no announcing, transmitter shift. Contact H.T. Wiley, KSYD, Box 2130, Wichita Falls, Texas.

Chief engineer-announcer—strong on maintenance and announcing for 500-watt remote operation. Good pay—life and hospitalization insurance. Send tape, photo and resume first letter to KTIB, Thibodaux, Louisiana.

First phone; no announcing. Beginner acceptable. Warren, WHLT, Huntington, Indiana.

Engineer with first class ticket. Transmitter duties plus some studio work in Monroe, Michigan. Contact Irv Laing, WQTE, 1260 Library Place, Detroit 26, Michigan, Woodward 2-0900.

Immediate need for chief engineer for 5 kw operation. Write Paul A. Husebo, P.O. Box 1231, Leesburg, Florida.

Production-Programming, Others

Programming-operations manager. Expanding new midwest fm multi-major market group. Excellent opportunity for growth, incentive participation, and possible stock ownership for thinking, experienced person who can build music programs and write appropriately. Send photo, resume Box 548A, BROADCASTING.

Immediate opening for program director or news director. Must be experienced in one or the other to qualify for this group station. Rush tape, resume and snap. Box 571A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Major market good music chain is looking for men interested in long term careers with good pay, good future, security, stock purchase plan and hospitalization coverage. If interested send resume and audition tape immediately. Include snapshot, three references and salary requirements. We have immediate openings for experienced, creative commercial production director and future openings for staff announcers. Reply in confidence to Box 596A, BROADCASTING.

One of America's top radio stations, in one of the three biggest markets, is looking for newsmen. Send replies to Box 600A, BROADCASTING.

Top sales and production personnel. KASE, Austin, Texas.

News supervisor to assist director of Ohio's biggest radio news department. Send tape, resume and photo to News Director, WCOL, Columbus 15, Ohio.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

Wanted: Newsman to write, edit and report local news, for NBC affiliate. Experienced. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Veteran broadcaster, recently sold station, seeks management of small market station. Excellent record. Might invest. Box 459A, BROADCASTING.

Wanted to manage small or medium station in warm climate with chance to buy in. Presently midwest manager with no future. Box 468A, BROADCASTING.

Small market manager sincerely tired of increasing profits for someone else. Desire profit sharing management or leasing opportunity. Box 533A, BROADCASTING.

National sales manager eastern top 60 market inde. Seeking similar or rep position in major market. Prefer west or southwest. Box 545A, BROADCASTING.

Station manager. Smaller community preferred. Twelve years radio experience, eight years in management and sales. Married, age 38. Experienced in all operations, except engineering. Presently manager in eastern operation. Complete resume on request. Reached peak sales in present market. Need new challenge. Available in one month. No replies to blind box number. Box 549A, BROADCASTING.

Available soon: Manager with production record having few equals. Only interested in general management small-medium market or commercial manager metropolitan market. Most interested with stock ownership or option as portion of compensation. No Houdini but steeped in management experience seldom found in broadcasting. Well known all levels radio-television. Financially and morally sound. Age 40, family. Box 559A, BROADCASTING.

Manager-commercial manager-announcer. Age 30, married and sober. Presently managing small daytimer and making money. Ten years experience, all phases. Have been at my present location 4 years. Prefer Texas. Ready by mid-June. Box 561A, BROADCASTING.

Wanted—Management opportunity, small to medium market, by well qualified broadcaster. Thirteen years' experience. Capable. Adaptable. All replies answered. Confidential. Box 568A, BROADCASTING.

Administrative sales team available. Proven successful methods. Box 572A, BROADCASTING.

Manager-sales manager available. Box 573A, BROADCASTING.

Capable young executive. Now major market pd for leading chain. Seeks challenging station management opportunity. Box 581A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager or sales manager. It's proverbial that you receive only what you pay for and management manpower is no exception. If your organization can use the degree of improvement and leadership that will justify a $20,000.00 yearly salary with potential to $35,000.00 or more yearly, I'd like the opportunity to discuss your requirements and my qualifications. 18 years of creative thinking, dynamic action and outstanding results in all phases major market radio, television and agency. Young man, happily married. Eleven years with present employer who is my best reference. Box 587A, BROADCASTING.

Radio man, 16 years experience. Excellent record. Best references. Built and managed own station, rated No. 1 market 35,000 against two established competitors. Sold station after 5 years. Looking for opportunity in warmer climate. Personal interview only. Val Carter, 65 Cherry Lane, Burlington, Vermont.

Manager-pd-announcer. Adult music station only. Personal interview. Business background. Write John Reed, 5923 Chippewa, Toledo, Ohio, or phone Greenwood 4-0014.

Sales

Radio-tv announcer. Experienced program director. Available June 1. Married, family. Box 538A, BROADCASTING.

Attention New England! Top professional salesman with radio background desires sales position in radio or television. Married, 32, college degree. Resume and references on request. Box 553A, BROADCASTING.

College grad, 26, in No. 1 station, major market. DJ, continuity director, servicing accounts. Want to sell. Experienced all phases. Consider all stations and markets offering opportunity for advancement. Box 560A, BROADCASTING.

Sales manager. Top billing salesman in 3 station medium market, ready to step into management. Strong background all phases tv and radio sales. Can handle local, regional and national accounts. Able to supervise and lead people. Prefer California, Texas or southwest. Box 569A, BROADCASTING.

Sales manager available. Proven successes. Box 574A, BROADCASTING.

Salesman-sales manager. Excellent record. Box 575A, BROADCASTING.

Boston University graduate communication arts. Program director WBUR-Boston University. Interested sales, programming, public relations. Some commercial experience. Service completed. Age 23, single. Box 598A, BROADCASTING.

Topnotch saleswoman: Can sell time and products, announce, write news and copy. Some air experience. Helen Mayhood, 601 Leavenworth St., Apt. 47, San Francisco, California.

Announcers

Announcer: Experienced, vet, tight format, board, not a floater, prima donna. Box 350A, BROADCASTING.

Swingin' dj—3 years experience. Married, family, veteran. Want lively station in midwest. $105 minimum. Box 457A, BROADCASTING.

Announcer, single, two years experience, good tight production. Willing to travel, money secondary but important. Box 510A, BROADCASTING.

Sportscaster: hockey, baseball, basketball, football. College graduate, 22. Box 520A, BROADCASTING.

Swinging negro deejay. 6 years experience. Salary secondary to opportunity. Hurry. Box 525A, BROADCASTING.

Announcer-dj. Good at sales, strong on commercials, news, sports. Box 530A, BROADCASTING.

Personality dj wants to break into major market. The finest references. Consistently top rated and will become major talent in your city. Married, reliable, personable. Presently employed. Box 534A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/dj. Intelligent, modern sound. For larger markets. Creative. Versatile. Box 535A, BROADCASTING.

Announcer, sports, news. Minnesota, Wisconsin, Michigan. Family man. Box 536A, BROADCASTING.

1st phone combo announcer. Don Martin grad. Experienced and references. No rocker. Mid-west only. Available immediately. Box 537A, BROADCASTING.

Announcer, single, Armed Forces Radio experience. College degree in broadcasting and continuity. Relocate to midwest. Box 541A, BROADCASTING.

Announcer, college, broadcasting school, available, eager to learn, give opportunity. Box 543A, BROADCASTING.

Looking to relocate in California or Arizona. Personality dj, not a shouter or go-go boy. Five years experience. Reliable, sober, and married. Good character and credit references. Will reply to all inquiries. Box 544A, BROADCASTING.

Announcer—21, single, 1½ years experience, metropolitan market, 2½ years college. Available full, part time any area offering opportunity to obtain degree. Box 554A, BROADCASTING.

Have worked up from announcer to manager in 17 years. Now desire to become part owner. Have excellent record in small, medium, large markets. Perhaps I can fill your need to our mutual benefit. Prefer southwest. Available for personal interview. Box 557A, BROADCASTING.

Furnish the board—I'll operate it. Some experience, need a home! South. Box 562A, BROADCASTING.

News, staff, personality announcer. 25, mature, college grad, Korean vet. Most vicinities considered. Would prefer warm climate. Send for details. Box 565A, BROADCASTING.

Announcer-newsman, seven years experience, first phone, tape, seeks Illinois. Box 566A, BROADCASTING.

Morning personality—dj. Fast, tight production. Happy with present job, and money. Will consider opportunity first, money second. Now earning $125. Box 577A, BROADCASTING.

Announcer-dj. News, commercials, some experience. Must have $80. Single. Box 578A, BROADCASTING.

Announcer. Experienced. Married. Tight format. Want to settle down. Not a floater. Box 579A, BROADCASTING.

A polished professional—experienced in wide range of formats from "good music" to modern. Successful air salesman. No problems. Tape available on request. Box 582A, BROADCASTING.

OFFICE SPACE AVAILABLE

Approximately 1,500 square feet of air conditioned space located in Broadcasting Building *(opposite Mayflower Hotel at Conn. Avenue and DeSales St.)* in the heart of Washington, D.C.'s newest and best business area. Ample parking available. For details write:

Mr. Irving C. Miller

Comptroller

1735 DeSales St., N.W.

Washington 6, D.C.

Situations Wanted—(Cont'd)

Announcers

First phone—Fair announcer, experienced. Prefer Chicago or vicinity. Box 583A, BROADCASTING.

Experienced announcer, first phone, seeks permanent position with good pay. Box 592A, BROADCASTING.

Calling Florida! Veteran Floridian broadcaster wishes to return (permanently) to the sunshine state, offering originality, ideas, ear-catching production commercials and extreme dependability. Box 593A, BROADCASTING.

Experienced, well rounded, staff, sports announcer with first phone. Married, sober, dependable. Don't mind work, want to settle. Excellent references. Box 597A, BROADCASTING.

Girl personality-dee jay. Attractive, single, experienced. Excellent audience response. Photo, tape, resume. Box 599A, BROADCASTING.

Announcer, first phone! Mature, reliable, versatile! Eighteen years experience, small and major markets! Earning $550! Family man desires opportunity, permanence! Box 601A, BROADCASTING.

Fem dj and announcer, attractive, top personality, experience and performance, seeks position N.Y.C. or suburbs. Can write copy, too. Box 607A, BROADCASTING.

Versatile, experienced negro announcer-engineer. Two years armed forces radio overseas. Some pro stateside experience. Single, free to travel. Hurry. Bob Capers, 119-28 194th St., St. Albans 12, N.Y. Tel LA 7-9037.

Announcer with first phone. 2½ years commercial experience, including part-time sales; all with good music NBC affiliate. Vet. familyman, reliable, steady. $125.00 weekly minimum on radio or tv. Top references, resume, tape on request. Write Bill Halbert, Box 462, Havre, Mont. Telephone 265-4098.

Technical

First phone, three years experience control room engineer, no announcing, available immediately. Box 540A, BROADCASTING.

Experienced engineer 2 years xmtr. Will accept vacation relief but interested in steady position. Available immediately. Box 546A, BROADCASTING.

First phone. Available immediately western U.S. Rex Hawkins, 13426 Earn Shaw. Phone TO 1-4030, Downey, California.

Have ticket, (1st phone), will travel, no experience, will learn. Contact: Charles Allen Starr, Box 873, Cleveland, Texas.

Production-Programming, Others

Veteran broadcaster and newspaper publisher seeks connection with station interested in establishing editorial policy. Owned station and newspaper until recently. Top awards for editorial writing. Write, broadcast, sell, direct or assist in news department. Box 458A, BROADCASTING.

Negro newsman seeks spot on news desk of radio station. Switched to radio after years on newspapers. Box 532A, BROADCASTING.

Radio, tv announcer wishes sales or production. Available June 1. Married, family. Box 539A, BROADCASTING.

Have typewriter: will pound. Female, single, college, radio, and tv school grad. Chiefly radio, some tv bg. Some traffic and air work. Prefer copy. Present employer will recommend. Box 550A, BROADCASTING.

Program director: Currently employed major market in the northeast. Married with family: All phases of radio since age 16. Early twenties: Last two years "family type" format. Would be interested in possible radio-tv schedule. Will exchange references with growing eastern concern that can offer above average financial, security and growth potential. Market size unimportant: Write Box 551A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager-director in top market. Seeks producer-director position in larger market. Family, 33 years, college graduate. Box 552A, BROADCASTING.

Newsman-announcer—two years college, experienced editor-newspaper-radio, relocate anywhere, salary open, answer all replies, available June 1st. Write, wire, for hard working newsman. Box 567A, BROADCASTING.

Executive assistant secretary. Early 30's, 5 years experience radio-tv advertising. Good secretarial skills (IBM exec) own corr.—good memory-supervision—liaison. No clock watcher. Seek diversified, challenging position with stable organization. Please write Box 586A, BROADCASTING.

What are good commercials made of? Humor and spice and sparkling sounds: Production spots that listeners talk about! Get details, hear taped samples. Box 588A, BROADCASTING.

TELEVISION

Help Wanted—Sales

Wanted: Steady, secure, sales opening for experienced man who can produce results. Incentive plan, plus other benefits. New York state. Send resume to Box 526A, BROADCASTING.

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Account executive salesman—Dominant station in market has immediate opening for an aggressive, creative salesman. TV or radio sales experience necessary. The potential is unlimited for a hard worker . . . Guarantee against commission plan. Contact Bob Ray or Ken Kampion, WPTV, Palm Beach, Florida.

Announcers

Commercial announcer and spokesman for nationally advertised products. Must have radio and television experience. Send photo, complete resume, and 7½ rpm tape. Must currently reside in midwest. Quality client looking only for quality announcer. Box 610A, BROADCASTING.

Technical

Maximum powered southeastern vhf seeks first class license man for transmitter or studio position. Pleasant working conditions, long-established company with multiple operations, pension and insurance plans. Send resume and photograph. Box 556A, BROADCASTING.

Wanted: Experienced tv transmitter engineer. RCA TT25BL transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Need first class tv engineer for master control, maintenance and studio work. Will train. Prefer experience. KMMT-TV, Austin, Minnesota.

Wanted one engineer with 1st phone, to operate with GE transmitter, studio and video tape equipment. Contact H.T. Wiley, KSYD-TV, Box 2130, Wichita Falls, Texas.

TV maintenance and studio engineers. Excellent positions in growing station. Rush letter and/or resume to C. E., WTTW, 1761 E. Museum Drive, Chicago 37, Illinois.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100. Cedar Grove, New Jersey.

Production-Programming, Others

Country's most modern midwest television station wants tv director with first class engineering license. Position open immediately. Send resume to Box 297A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Program director wanted to develop programming part of application for vhf channel. Box 558A, BROADCASTING.

Newsman for top rated midwest radio-television station (WSBT-TV). Prefer young man with one-two years experience gathering, writing, editing and airing news but will consider college graduate with journalism—radio-tv news training. Send resume, tape or sof and photo to personnel director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situation Wanted—Sales

TV sales or sales manager opportunity. Five years account executive market of 350,000 sets, network affiliate. Married, family. Presently employed. Will relocate, preferably eastern location. Box 609A, BROADCASTING.

Announcers

Experienced announcer, dj (2 years experience) interested in booth and on camera, announcing or radio-tv combination. Family man, mature, wishes to relocate permanently. Box 474A, BROADCASTING.

Technical

Chief or supervisor, 12 years am-fm-uhf-vhf, 4 years chief, 4 years supervisory experience. Box 603A, BROADCASTING.

Graduating trainees available. Not licensed, but competent and reliable. Handle equipment like veterans. Production wise. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Television news director for major northeast vhf station for the past 4 years is desirous of obtaining similar position at equivalent station and in comparable market on either Atlantic or Pacific seaboard. Operation must be sincerely interested in doing top-flight local news job. Resumes—personal interviews by addressing Box 564A, BROADCASTING. Available 3 weeks after hiring.

Production supervisor, masters degree in radio-tv, seven years experience includes producing, directing, production, supervision in two sharp commercial stations. Prefer either coast, director in large market, or production or program director in medium market. Box 602A, BROADCASTING.

Production 1 year prac. experience. Versatile. Resume, photography, floor, camera, lighting, set, etc. Will travel. Box 339, 316 Huntington Ave., Boston, Mass.

Married, midwest tv sports director-newsman, desires step up. Emceeing and live spots. Shoot film. Prefer sports. Box 606A, BROADCASTING.

FOR SALE

Equipment

3-kw Federal fm transmitter and 6-bay GE antenna. In operation. Going higher power. Highest offer. Box 467A, BROADCASTING.

Bargain prices. All makes mobile fm two-way radio. 26, 150, 450 mc. Phone: CRestview 1-5845. Los Angeles, California.

Buy, sell or trade also new and used towers. Special 150' am self-supporting. Ready to ship $1,000.00. P.O. Box 55, Greenville, N.C.

Gates 52 CS studioette console, $450. Two RCA 70-D turntables, cabinets, pre-amps, 45-conversion, cue amplifier, look run good, $400. KOZI Chelan, Washington.

1 kw Gates BC1E transmitter. Rust remote control. Antenna coupling. Available as package or individually. Excellent condition. Price right. WEEB, Southern Pines, N. C.

FOR SALE

Equipment—(Cont'd)

Save $5000.00 on your fm station installation. For sale RCA BTF 250 fm transmitter, tubes and crystals. Hewlett-Packard 335-B frequency and modulation monitor. 90 foot length Andrew Heliax transmission line 7/8 inch diameter. Antenna RCA BF-21 Pylon, power gain 1.5. 80 foot steel tower 93 foot over all. Cost us $6000.00, yours for only $5000.00 fob Waxahachie. Contact Richard Tuck, KBEC, Waxahachie, Texas, phone WE. 7-1390. Now in operation, reason for selling, installing new equipment. All new except transmitter and antenna in operation less than one year.

Going into fm? WEAW-FM is going to higher power and will have available July 1st the following equipment complete with extra tubes, etc. Equipment is now in operation and radiates 36 kw. (Our cp is for 192 kw). Collins 5 kw model 732-A transmitter, $5,000. 8 Bay Collins model 37-M series ring antenna with 200 feet of 1 and 5/8 inch coax, $1,200. Price for both together, $5,500. First check for $1,000 down holds equipment for your use. Also available G.E. type BC-1-A model 4BC1AZ dual channel 25 console, $300. Ed Wheeler, WEAW, Evanston, Illinois. University 4-7600. 1700 Central St.

Model 60 Schafer automation unit, complete less than one year old. Guarantee on unit will hold for another four years from Schafer. Price $8,000.00. Contact WHDL, Olean, New York.

Company or individual dealing in purchase of used broadcasting equipment, write to WNLC, New London, Conn., for list.

CH 2 tv GE TT6 transmitter, associated gear. Pair GE Synchrolite and pair GPL PA-100 projectors. WTHS-TV, 1410 NE 2 Ave., Miami, Florida.

Video monitors. Closed circuit and broadcast, **Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.**

Tuning houses: 3x3x4 foot aluminum; 10 kw coils; Wilcox #41924. Set of four, never used, cost $4,280.00; sell $900.00 fob. Hinz, 833—7th Avenue, Sacramento 18, California.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Wanted to buy all or part of cp or new station. Financially responsible. Box 461A, BROADCASTING.

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

TV station wanted? Will buy vhf, uhf or independent. Not worried about income, operating costs or problems. If you are unhappy or dissatisfied . . . take my cash. Tim Bright, 5522 Sagra Rd., Baltimore 12, Md. Phone ID 3-9020.

Equipment

Wanted: Used low band television transmitter in good condition, preferably 5 kw. Box 531A, BROADCASTING.

Wanted, one or two Scully lathes, Presto 41A limiting amplifiers, RCA LC1A speakers with MI-11401 enclosures. Box 605A, BROADCASTING.

We are looking for an RF bridge and RF oscillator in good operating order. Please reply by phone or wire to Kenneth Tetzloff, Chief Engineer, WEAQ, Eau Claire, Wisconsin. Temple 2-9766.

Tower wanted. 150 ft. self-supporting (not guyed). Within reasonable trucking distance. WTXL, West Springfield, Massachusetts.

WANTED TO BUY

Equipment—(Cont'd)

Convert your excess equipment to cash. Anything bought and sold from a tube to a tower. Electrofind, 550 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

The National Academy of Broadcasting, 3338 16th St., Washington, D.C. trains and places writers and announcers. Send for catalog and job list. (26th year)

RADIO

Help Wanted

Production-Programming, Others

PROGRAM MAN

We are looking for a FORMULA PROGRAM MAN with a proven record in one of the first 40 markets.

Send complete details, proof of ability, references, photo, home phone, salary desired, tapes of your work.

Do not waste your time if you are not outstanding. This is a top position.

Box 451A, BROADCASTING

ADULT RADIO WANTS A PRO

A man with a solid radio background who can do a top calibre job in all phases, including production and writing. Real opportunity for you in a nationally known Ohio station. Salary open. Write:

Box 508A, BROADCASTING

Help Wanted—(Cont'd)

Technical

Opportunities
for
Field Engineers

Leading manufacturer of television camera systems has several openings for experienced electronics personnel to serve as home-based field engineers. Qualified applicants will receive factory training and live in small Lake Michigan resort town near Chicago. Travel mostly short trips out of plant.

Require three to five years electronics experience in communications, broadcasting, computers or radar plus at least two years of accredited technical school training. Relocation assistance and attractive salaries, commensurate with education and experience.

Write:
Supervisor, Field Engineering
Dage Television Division
Thompson Ramo Wooldridge Inc.
West Tenth Street
Michigan City, Indiana

RADIO

Situations Wanted—Management

CAPABLE, EXPERIENCED

Mature top level executive available for challenging position. Thoroughly competent in TV, AM, FM. Administration, sales, programming know-how. Highest references. Can take over entire management or be right hand to busy operator. No objection to medium size market. Personal reasons for wishing change.

Box 594A, BROADCASTING.

Production-Programming, Others

COPYWRITING SERVICE $20 WEEK!
WHY PAY HIGH PRICED HELP?

Writer with 15 years' general advertising, radio writing experience will create original, dynamic 'spot' commercials to your specifications. Samples, resume upon request.

Box 555A, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Prominent Philadelphia Radio & TV personality considering change.
Box 589A, BROADCASTING

TELEVISION

Help Wanted—Technical

JOBS IN CABLE TV AND MICROWAVE THROUGHOUT U.S.
For a better position—Write or Call:
HELP ASSOCIATES
204 Rose Building—FIlmore 3-6594
Rapid City, South Dakota

INSTRUCTIONS

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers' School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized, throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 56th year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

Employment Service

RADIO TV JOBS!

Covering eight midwest states. We'll place announcers, salesmen, writers, engineers, directors and executives in radio and TV. Write today for our application form.

WALKER EMPLOYMENT SERVICE
Broadcast Division B
83 So. 7th St., Minneapolis 2, Minn.
Federal 9-0961

FOR SALE

Equipment

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY
Quincy, Illinois

WANTED TO BUY

Stations

Wanted to Buy
Small AM Station
Metropolitan New York City
Replies Held in Confidence
Box 518, 1501 Broadway, N.Y.C.

MISCELLANEOUS

BROADCAST PRINTING

Continuity Paper **4** 40/100 per 1000

Minimum order 5000

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

Specializing in Broadcast Telemetry
Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Stations

$200,000 CASH

Buys 85% of Eastern North-Central States radio station. Present management (15%) remains. Operating in black. Excellent future in good, large market. Write:

Box 584A, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Number one rated station by PULSE in a fine growing market. Asking price is $210,000 with $45,000 down and ten years on balance. Owners will consider any reasonable bonafide offer.

Box 611A, BROADCASTING.

CAREER OPPORTUNITY with SCHAFER CUSTOM ENGINEERING,
Division of Textron Electronics, Inc.

If you have a strong background in the Broadcast Industry, a technical background, experience in Sales of technical equipment, you may be the man to participate in the fastest growing broadcast equipment manufacturer in the country.
Openings exist in several areas throughout the United States.
Substantial salary plus commission, with expenses paid and transportation furnished.
Permanent position with excellent company benefits.
Send resume to Sales Department.

SCHAFER CUSTOM ENGINEERING,
Division of Textron Electronics, Inc.,
235 South Third Street,
Burbank, California

FOR SALE

Stations—(Cont'd)

SOUTHWEST GLAMOUR MARKET

This regional station grossed $80,000 last year but can do much better. Priced at $120,000 with $29,000 down and excellent terms on balance.

Box 612A, BROADCASTING.

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Medium	5kw	230M	29% dn.
N.Y.	Medium	1kw-D	105M	cash
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

CALIFORNIA exclusive single station only station licensed to southern market town of 15,000 with trading area of 44,500. 1000 watter fulltimer $125,000. Terms. **CALIFORNIA** Exclusive—500 watt daytimer in growing southern market. An earner at $150,000. 29% down. Terms. **NORTHERN CALIFORNIA** Exclusive—250 watter fulltimer $75,000. 29% down. $300 a month payout. **ARIZONA** Exclusive—$60,000. $20,000 down, $500 a month payout for a 1000 watt daytimer. **OREGON** 250 watt fulltimer $80,000. $20,000 down. Extra long payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLympia 2-5676

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

FOR SALE

Stations—(Cont'd)

Mid-West medium money-maker. $165,000 29%—Rocky Mt. single daytimer. $42,500 29%—West Coast regional fulltimer. Profitable. $367,500. Terms.—Want to buy a Record company? I have one complete, including entire catalog under two labels. For full data, contact: PATT McDONALD CO., P.O. Box 9266, Austin, Texas—or, Jack Koste, 60 E. 42nd, N.Y 17, N.Y. MU. 2-4813.

STATIONS FOR SALE

ROCKY MOUNTAIN. Full time. Network. Long record of good earnings. Asking $100,000 with 29%.

CALIFORNIA. Daytime. Competitive but growing. Asking $85,000 with 29% down.

CALIFORNIA. Full time. Asking $55,000 with 29% down.

ROCKY MOUNTAIN. Daytime. Good frequency. Doing $58,000. Asking $68,000.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 105

Terre Haute, Ind. to June 1; WSAB (FM) Mt. Carmel, Ill. to December 21; WFBM-TV Indianapolis, Ind. to September 2; WRAN Dover, N.J. to October 19; WCHD (FM) Detroit, Mich. to June 25; WSID-FM Baltimore, Md. to June 19.

Actions of May 10

WFDF Flint, Mich.—Granted acquisition of positive control by **Harry M. Bitner, Jr.**, through transfer of stock by **Evelyn H. Bitner** to **Harry M. Bitner Jr.**

WKAT Miami Beach, Fla.—Granted involuntary transfer of control from **A. Frank Katzentine** to **Ucola Collier Katzentine**, executrix of estate of **A. Frank Katzentine**, deceased.

WOLS Florence, S.C.—Granted involuntary transfer of control from **Melvin H. Purvis** to **A. P. Skinner** and **Hugh L. Willcox**, executors of estate of **Melvin H. Purvis**, deceased, with **A. P. Skinner** as voting trustee.

WHAK Rogers City, Mich.—Granted cp to make change in trans. equipment.

WHOM-FM New York, N.Y.—Granted mod. of SCA to change exciter unit.

KZUN-FM Opportunity, Wash.—Granted mod. of SCA to make changes in equipment.

WVCG-FM Coral Gables, Fla.—Granted mod. of SCA to change sub-carrier frequency from 26 and 65 kc to 42 and 67 kc.

■ Following stations were granted extensions of completion dates as shown: WCUY (FM) Cleveland Heights, Ohio to Sept. 8; KVNU Logan, Utah to Sept. 21; WFLI Lookout Mountain, Tenn. to Aug. 31; KCBY-TV Coos Bay, Ore. to Nov. 23; KRAE Cheyenne, Wyo. to Nov. 2; KGY Olympia, Wash. to July 1.

KEYL Long Prairie, Minn.—Granted authority to sign-off at 6:30 p.m., CST, for period ending Nov. 9.

KOMB Cottage Grove, Ore.—Granted extension of authority to operate specified hours for period ending Sept. 1.

Actions of May 9

KFHA Lakewood, Wash.—Granted involuntary assignment of license to **Thomas H. Henderson**, receiver for **KFHA Inc.**

KFHA Lakewood, Wash.—Granted involuntary assignment of license to **Marvin A. Young**, receiver for **KFHA Inc.**

WLAV-FM Grand Rapids, Mich.—Granted license covering installation new ant.

Columbia Bcstg. System Inc., New York, N.Y.—Granted cp to add 8 wireless mikes in low power service to be used with WCBS-AM-FM-TV New York, N.Y., without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending antitrust matters.

KEBR Sacramento, Calif.—Granted change of remote control authority.

Action of May 6

WBYS Canton, Ill.—Granted authority to sign-off at 6:15 p.m. daily and at 5 p.m. on Saturdays, except for special events when station may operate to licensed sign-off time for period ending Sept. 30.

PETITION FOR RULEMAKING

U. of Illinois, Urbana, Ill.—Requests amendment of sec. 3.606 of rules so as to delete unf tv ch. 37 (608-614 mc) from table of assignments and assign same to Radio Astronomy. Further requests that all other rulemaking proceedings involving use of ch. 37 be held in abeyance until instant petition can be considered, so that such other proceedings can be held in conjunction with those proposed therein and that commission refrain from granting any cp or licenses on ch. 37 (except renewals of license of RCA experimental tv station at Camden, N.J.) until rulemaking proceedings on instant petition can be held and acted upon. Ann. May 13.

License Renewals

■ Following stations were granted renewal of license: WBAB-AM-FM Babylon, N.Y.; WBTA Batavia, N.Y.; WDIA Walton, N.Y.; WFLR Dundee, N.Y.; WGBB Freeport, N.Y.; WGSM Huntington, N.Y.; WKOP Binghamton, N.Y.; WLNA-AM-FM Peekskill, N.Y.; WMVB Millville, N.J.; WRSA Saratoga Springs, N.Y.; WSEN Baldwinsville, N.Y.; WTTM Trenton, N.J.; WWOL-AM-FM Buffalo, N.Y.; *WRPI(FM) Troy, N.Y.; *WSPE(FM) Springville, N.Y.; WHLI-FM Hempstead, N.Y.; KCRA-TV Sacramento, Calif.; WDRC Hartford, Conn.; WWRJ White River Junction, Vt.; KCHJ Delano, Calif.; KFLY Corvallis, Ore.; WHIM Providence, R.I.; WMMS Bath, Maine.

this is Magoo talking...

...from **INSIDE MAGOO**. That's a movie I just made for the American Cancer Society—for their April Crusade.

In the movie I learn I can't be near-sighted about cancer. Too dangerous. Got to look ahead. Got to fight cancer with regular checkups. And checks, too. Fighting cancer costs money.

The movie runs 14:30 minutes. But you can get a quick look at all the Society's TV material—including me and other famous people—in only 17 minutes. On a special presentation reel MC'd by Ralph Edwards.

Listen to the radio material, too. Big stars in short important messages and announcements. Music spots too, with name artists, for deejay show or as 5-minute specials.

A local representative of the ACS will contact you. Look and listen.

Be kind to your audiences. Program the Society's material.

AMERICAN CANCER SOCIETY

OUR RESPECTS TO . . .

Kevin Brendan Sweeney

There isn't much that Kevin Brendan Sweeney won't do for radio. He'll tangle with anybody, not excluding the radio broadcasters from whence comes his daily bread. He'll get into a cowboy outfit, or a Civil War uniform, if he thinks it'll help the cause. He'll go anywhere; no man in recent memory has traveled or talked more in radio's behalf.

He's been doing these things, and more, for the last eight years. And a couple of months ago he was signed again, as president of the Radio Advertising Bureau, to go on doing more of same for the next five years.

More of same would be frightening for most men to contemplate: 250,000 airline miles a year, 250 nights a year in hotel rooms from Bangor to Yuba City. Kev Sweeney may not enjoy it, but he makes the most of it. "Maybe I don't know much about radio," he quips, "but I can sure give you a rundown on the hotels."

All this travel—to RAB regional meetings, to sales clinics, to talk to advertisers and agencies individually and to meet with them in groups—represents only a part of his job. Between planes, and by telephone from wherever he happens to be, he supervises a staff of 58 and administers a budget that will exceed $1.2 million this year.

Second Choice ■ For a man who devotes most of his working hours to radio—and he doesn't sleep much—Kev Sweeney got into the business by default, the failure of newspapers to offer him a living wage.

Born Dec. 22, 1916, in Los Angeles, a son of Edward and May Sweeney, young Kev first wanted to be a lawyer. After parochial schools and Loyola High in Los Angeles he spent two years in a pre-law course at Loyola U. there. But he became business manager of the student newspaper ("nobody else wanted to bother with soliciting ads") and his objective changed from law to newspapers. So did he—to the Journalism School of the U. of Southern California. He wanted to be a news writer but instead he became business manager of all USC student publications, a stroke of hard luck that paid his way through school.

When he graduated in 1938 and $18 a week was the best offer he could get from newspapers, he turned reluctantly to radio and spent the next 3½ years in the promotion department of KNX Hollywood and the Columbia Pacific Network.

In 1942 when the Blue Network (now ABC) was split off from the Red (NBC), he was appointed sales promotion manager for the Blue's western division. There he helped to build one of the most successful of all daytime audience participation shows, *Breakfast in Hollywood*—a feat which had to be done all over again when *Breakfast* went national and the regional network had to replace it or lose all the regional billing that had thus been pre-empted. Mr. Sweeney and colleagues filled the gap by persuading a reluctant Art Linkletter that he could, too, do a daytime audience show five days a week—a feat he has been performing successfully ever since.

Discovers Non-Network ■ Next stop was the Navy during the war for two years as an ensign and later lieutenant j.g., "I never saw blue water or heard a shot fired in anger." He was an administrative officer at the Naval Air Station at Ottumwa, Iowa, assigned primarily to public relations. His job included production of a weekly hour for the Navy on a network of Iowa radio stations, which led him to discover that "there was another part of radio outside the networks."

After the war he went into this other part, tangentially, by joining Fletcher Wiley and his Housewives Protective League programs as general manager. In two years the operation had expanded to the point where CBS bought it for $1 million, and a little later Mr. Sweeney set up offices in Los Angeles as a consultant. One of his clients was KFI-AM-TV Los Angeles, which he shortly joined as full-time general sales manager. The tv station was new "and we did some kookie things to put it in the black." Things like operating daytime-only because the six other Los Angeles tv stations operated mostly at night; and like going all-live (until a strike came along and they went all-film).

RAB's SWEENEY

He has five-year plan, too

The ch. 9 station was sold to Tom O'Neil in 1951 and Mr. Sweeney went with it. A few months later he was offered the job of vice president in charge of sales and promotion for RAB (then known as Broadcast Advertising Bureau). He accepted. The bureau was less than a year old, subsisting on funds diverted from the NAB dues of broadcasters willing to take the chance, and had five months—until the NAB convention the next April—to get organized and sell itself to the industry. Mr. Sweeney and his half-dozen cohorts did the job with a noisy cowboys-and-Indians charade that brought in membership commitments representing $200,000 in permanent support.

Steady Climb ■ Mr. Sweeney was named executive vice president in November 1953; two months later he was elected president. His new contract continues him in the presidency until March 1965. RAB membership has grown to 1,175. It added 207 members in 1959 and expects a net gain of 250 this year. It's working on a five-year plan which looks toward a goal of 1,900 members and a budget of $2.1 to $2.25 million by 1965.

Mr. Sweeney backs his enthusiasm for radio in the most tangible way. He is part owner of KFOX Long Beach—and "I will probably invest in other stations if something good comes along because I believe that radio stations are the soundest investment in the media field." He says he signed the RAB five-year renewal "because I believe that radio's great opportunity—and RAB's—lies in these next five years."

Mr. Sweeney doesn't have many hobbies, and most of them have to do with competing media. He watches television ("dispassionately") and averages about three books and ten magazines a week. Listening to the radio is "hard work" because "I keep asking myself things like: Am I hearing a new formula? What's the music balance? Is that account co-op and if so, why doesn't our sales department know about it?"

When his contract is up, he plans to go back to California, where his wife, the former Marguerite Taylor, whom he married in 1941, and their children—Greg 14, Sheila 10 and Melissa 8—live in Woodland Hills, a Los Angeles suburb. "Then," he says, "I can avoid hotel rooms and airline meals, and start listening to the radio for fun again."

Summer rates

RATES are back in the television news and, as almost always is the case, this means that the news is bad.

First BBDO, now Ayer and, at least indirectly, other important television buyers are making a play for lower tv rates in the summertime. It would be short-sighted to expect that the move will end there. It can be made in several ways; BBDO, for instance, did it obliquely by merely asking stations whether they "plan to adopt a summer rate card" (BROADCASTING, May 2; also see story this issue). But it all adds to the same thing: pressure for rate cuts in the hot-weather season.

Although we must challenge much of their reasoning, we cannot in candor blame the agencies for trying: It is part of their job to get the best possible buys for their clients. Indeed, in this case the networks and some important stations appear to have made the first move. Thus the agencies can claim, at least technically, to be merely riding a trend that was started by broadcasters themselves.

The case against seasonal discounts is presented elsewhere in this issue by Lawrence Webb, managing director of the Station Representatives Assn. He denounces special rates on several grounds; he claims they not only are unjustified but also are unfair to other seasonal and to year-round advertisers, would depreciate programming and program promotion and, added to bartering and the double standard for local and national rates, make the value of an already under-priced medium "even more questionable to the advertiser."

It is not our business to tell stations how to price theirs. We do feel, however, that as a matter of simple prudence all stations should promptly take a fresh, close look at their own rates and the bases on which they were established. We suspect that, instead of discounts, increases may be in order in some cases. Whatever the result, stations ought to be prepared to justify what they're charging. If the current probing by a few agencies becomes a drive by many, broadcasters had better have the facts ready in self-defense. Bluster won't be enough.

Platforms and platitudes

VICE President Richard Nixon, who might be the next President, is one of the few men in public life who understands the philosophy of free enterprise in broadcasting. He doesn't cotton to the well-worn cliche that the "air belongs to the people" and that therefore pressure groups, dissident minorities and politicians are entitled to "public service" time at will.

Mr. Nixon's statement to the Senate Communications Subcommittee in opposition to the free time-grab bill (S-3171) demonstrated scholarly knowledge of the intent of the Communications Act and recognition that television is a private enterprise "subject to the same economic hazards as other similar enterprises." He thinks it wrong for the federal government to "expropriate . . . time without compensation."

This was in sharp contrast to the testimony of two-time presidential candidate Adlai Stevenson, who had opened last week's hearing with a plea for enactment of S3171. Mr. Stevenson displayed appalling ignorance of the law and its history. He parroted the "air-belongs-to-the-people" platitude. He talked glibly but mistakenly about an imagined requirement that stations and networks devote a stipulated amount of time to "public service," and he suggested that prime time pre-empted for the presidential candidates on all networks and all stations for eight weeks in advance of the November elections be subtracted from his mythical mathematical requirements.

It was significant too that Herbert Hoover, who as Secretary of Commerce helped launch radio on its free enterprise course, and former Gov. Thomas Dewey, twice the GOP presidential nominee, see eye-to-eye with Mr. Nixon. Former President Hoover said it all in one sentence: "My own opinion is that if we are to avoid government censorship of free speech we had better continue the practice of the supporters of candidates providing their own television and radio programs." And Mr. Dewey saw a simple answer—amend Section 315 "so that broadcasting stations and networks be permitted to give such free and equal time to the candidates of the two major parties as they, in the exercise of their editorial discretion, consider wise and proper."

Compulsory free time, as proposed in S-3171 already has become academic. All three of the tv networks have agreed to voluntary grants of time for presidential candidates, but with the essential requirement that Section 315 be amended so that splinter candidates won't be able to demand and automatically obtain equal time. (If the networks and others had gone all out for repeal of Section 315 last year, they wouldn't be confronted with the problem now.)

Solution of the dilemma may be found in the suggestion of the three television networks that the equal time provision be suspended in regard to presidential and vice presidential candidates for this year's election. Since both the Republican and Democratic national committees oppose S-3171 and favor voluntary provision of time, they certainly should support this proposal.

Partisan politics has never been our dish of tea. We have never supported a candidate because of political label. Broadcasters are interested in how the candidate stands on broadcasting as free enterprise and as a medium of journalism on equal footing with the press.

The FCC, which has been GOP-controlled these past seven years, lately has shown a marked tendency to invade forbidden areas of program control, no doubt influenced by what has been transpiring in Congress. The FCC may be disposed to ignore the views of the network and other broadcasting spokesmen, as self-serving. It behooves all commissioners, we think, to analyze carefully the observations of Vice President Nixon. He could be their boss eight months hence.

Drawn for BROADCASTING by Sid Hix

"It's your committee for more cultural tv programs . . . They want to know why you're not at the meeting!"

Year-in and year-out, KSTP-TV's 10:00 p.m. News-Weather-Sports lineup has enjoyed top ratings in the Twin Cities market.

This year the ratings are greater than ever!

A comparison of March, 1960, figures with those for the same month in 1959 show a 20 percent gain. The average rating from 10:00 to 10:30, Monday through Saturday, is now a solid 24.6. In 1959 it was 19.8* (which is a pretty solid figure, too).

The Northwest's favorite on-the-air personalities, supported by the superior facilities of an award-winning News Department, have made KSTP-TV the undisputed leader in the News-Weather-Sports field.

For information about the few choice availabilities adjacent to these shows, call a KSTP-TV representative or your nearest Petry office.

*Telepulse Report, March 1960, March 1959.

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS NBC
A GOLD SEAL STATION

Represented by
Edward Petry & Co., Inc.
The Original Station Representative